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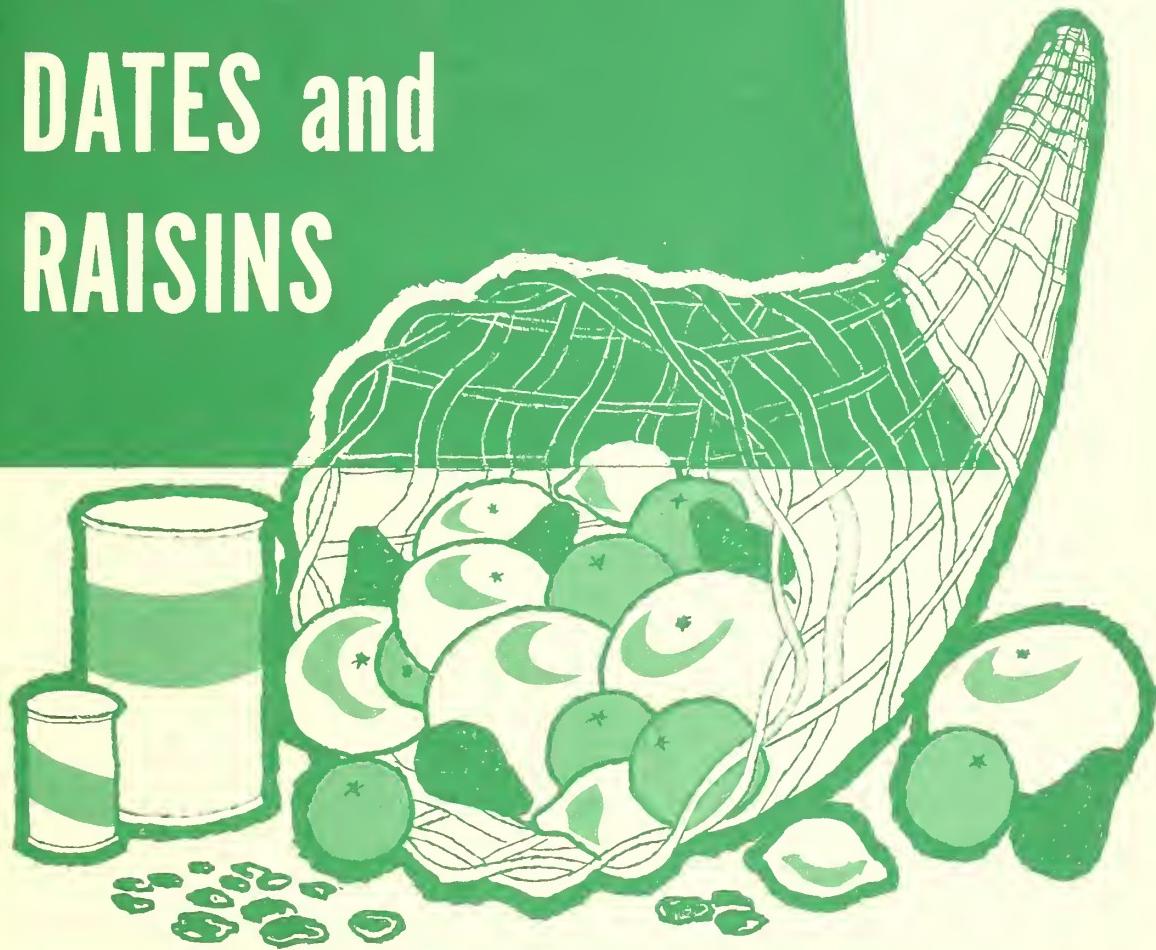
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Homemakers Appraise CITRUS PRODUCTS AVOCADOS DATES and RAISINS

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UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service Marketing Research Division
Marketing Research Report No. 243 Washington, D. C.

This study reports on American homemakers' use of and attitudes toward citrus fruits, avocados, dates, and raisins. It is one of a series conducted by the Market Development Branch, Marketing Research Division, and is a part of a broad program of research aimed at improving marketing efficiency and expanding markets for farm products.

The study was under the general direction of Trienah Meyers. Esther S. Hochstim was responsible for planning and execution of the study, and Lela Yvonne Clayton assisted in analysis of the data.

Technical advice during the development of the study was provided by commodity specialists in the Department and such industry advisors and subject-matter specialists as American National Growers Corporation; Calavo Growers of California; California Raisin Advisory Board; Date Administrative Committee; Florida Avocado and Lime Commission; Pure Gold, Incorporated; Sunkist Growers, Inc.; Texsun Citrus Exchange; and University of Florida Agricultural Experiment Station.

W. R. Simmons and Associates Research, Inc., of New York, under contract with the United States Department of Agriculture, designed the sample, prepared the questionnaire, and collected and processed the data.

A preliminary summary report with the same title as the present report was published in September 1957.

Special acknowledgment is made of the valuable assistance of the Florida Citrus Commission in formulating the objectives of the research contained in both preliminary and final reports.

Homemakers Appraise

**CITRUS PRODUCTS
AVOCADOS
DATES and
RAISINS**



Marketing Research Report No. 243

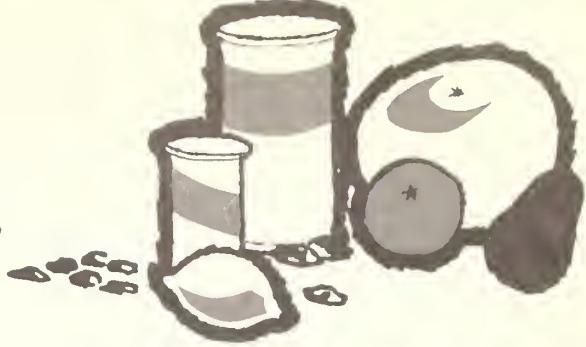
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Homemakers Appraise CITRUS PRODUCTS, AVOCADOS, DATES, and RAISINS



By Esther S. Hochstim, project director
Market Development Branch

INTRODUCTION

Despite frost and other hazards, citrus production in the United States presents a picture of long-term increase; and growers and processors face the need for widening and strengthening their markets. One way of meeting this challenge has been to develop new forms in which the fruit can be presented to the public, and a number of new products -- among them frozen juices, ready-to-serve juices, frozen ades -- have appeared in recent years.

To understand its market better, the industry needs up-to-date information on public reactions to old and new products alike, not only in terms of how much is sold, but also in terms of why the public buys or does not buy -- what about each product appeals to the consumer, to what aspects the consumer reacts negatively. Such attitudinal information is an important aid in creating and maintaining markets.

Avocado, raisin, and date producers, too, are faced with problems of imbalance, and require basic consumer data in order to improve their position.

To provide such basic consumer data, the Department of Agriculture conducted a nationwide survey of consumer attitudes, selecting the products to be studied in consultation with industry advisors. Similar studies have been made from time to time relating to other agricultural products. This study should be useful to growers, laboratory research workers, processors, and public information personnel concerned with these agricultural commodities.

Conduct of the Survey

The findings reported here are based on personal interviews with a national probability sample of homemakers, chosen to be representative of households throughout the Nation. The homemaker is defined as the person with primary responsibility for purchasing and preparing food for the household. In most households this responsibility is a woman's, but men qualified as respondents in about 4 percent of the 2,572 households interviewed.

Time of Interviewing

Interviewing was conducted in spring of 1957 -- from March 25 to the end of April. The interviews took, on the average, about an hour each.

Limitations of the Data

In interpreting the results of this study, as in all sampling studies, allowance must be made for error that might result from interviewing a sample and not the whole population. Sampling errors are discussed in the Appendix. Generally speaking, figures based on all the homemakers interviewed may be assumed to be within from 1 to 3 percentage points, plus or minus, of the figures that would have been obtained from a census of homemakers under the same conditions.

As in all studies, the figures are also subject to errors of response and of reporting. For example, homemakers reported from memory on whether or not they had used certain products during the past year, and in some cases may have been in error.

It should be taken into consideration that when a homemaker says she uses a product "two or three times a week" she is describing what she considers to be her general practice. However, she may omit a week now and again -- because the price is too high, because the item is not available, because the family is away, or for some other reason. Therefore, in any given week the proportion of homemakers using a product will undoubtedly be smaller than the proportion who say they use it once a week or more.

H I G H L I G H T S

This section summarizes some of the major responses given by the homemakers interviewed for the study.

General

In the early spring of 1957, most American households were using a variety of fresh fruits and of fruit and vegetable juices, according to homemakers' responses in the survey. Oranges, apples, bananas, and grapefruit were each being used by half or more of the families. Among the juices, orange led by a wide margin over the next most popular ones -- tomato, grapefruit, and pineapple.

The majority of homemakers interviewed said that if they could have only one fruit or juice for a month, they would choose oranges -- largely because they considered them healthful, flavorful, and a good children's food. Other fruits and juices were chosen for similar reasons, but by far fewer homemakers.

Citrus Fruits

Most homes in the United States use several kinds of citrus products during the course of a year. Practically all the homemakers interviewed said they had used fresh citrus fruits in the year preceding the survey, and the majority had added one or more processed citrus juices and ades. This was true in all sections of the country, in large cities and in rural areas, in homes of all income levels, with or without children, and among homemakers of all educational levels and age groups.

When the proportions of families using these products and the frequency of use are taken into account, the widest market for most citrus products appears to be among homes with children, in urban areas, of better income, and with better educated and younger homemakers. Most noteworthy exceptions to this generalization are grapefruit and its products, whose appeal is less associated with young children and young homemakers, and canned orange juice's widest use by lower income, less educated, and rural homemakers.

For all of the citrus products studied, health and taste factors ranked high among the reasons given for use. Health reasons were especially important for fresh oranges and grapefruit, where they took an easy first place. The other fresh citrus fruits studied, lemons and limes, appealed most strongly on the basis of their flavor and versatility.

For the processed juices and ades, convenience was so important a characteristic that, though mentioned by substantial proportions, health and taste appeals were relatively less prominent. Too, homemakers' opinions of the relative vitamin content of home-squeezed and processed orange juice suggest higher evaluation of fresh fruits from the health standpoint.

Barriers to more extensive use of the various citrus products tended mainly to be dislike of the taste, health considerations, cost, and inconvenience of preparation or storage.

Homemakers described a variety of ways in which they use oranges, especially large proportions serving them as an out-of-hand fruit, as juice, and in salads. For each of these most popular uses, medium-sized oranges had a wide margin of preference over large or small fruit.

"As a half" is the stereotype for serving grapefruit, far outstripping salad, juice, or other uses.

Lemons, widely acclaimed for their versatility, are used by many homemakers in a variety of ways -- particularly for lemonade, tea, and other drinks; in such preparations as pies, puddings, custards, cakes, and cookies; and as a flavoring or garnish for seafood, salads, and other foods.

To most of the users, limes are a seasonal item, largely because they are used mainly for warm-weather drinks and to some extent because they are not available year-round, according to homemakers.

Avocados

Avocados are a relatively unfamiliar fruit in American homes. Only a fourth of homemakers said that they had used them in the past year, most of them infrequently; and among the remainder, many said either that they had not heard of avocados or knew little about them.

Widest use of avocados was reported in the West and by better educated, urban, and upper income homemakers.

The most important appeal of this fruit, according to users, is its taste -- "distinctive," "mellow," "rich," "nutlike," "buttery." Other frequently mentioned reasons for using avocados include healthfulness, their contribution to salads (the most widespread use of avocados), menu variety.

On the other hand, the major deterrents to year-round or more frequent use of avocados appear to be cost, lack of availability, and belief that avocados are fattening.

Dates

Though used by a majority of American families, dates appear to have a very seasonal pattern: Almost half the users interviewed said they used them only seasonally, mainly at holidays and in the winter. Most of this seasonal pattern of use appears to be related to family customs rather than to any special drawback of dates.

Smallest proportions using dates were Southern and lower-income households and those with younger and less educated homemakers.

Reasons for using dates revolve first around flavor and next around health considerations. In addition, dates are praised as a candy substitute and for the moistness, freshness, or richness they add to other foods.

The home supply of dates is put to many uses -- in cooking or baking such items as cookies, cakes, bread, candy, puddings, and also plain, stuffed, and in salads.

Most of the homemakers interviewed prefer and buy pitted dates; and while color made no difference to almost half, most of the remainder preferred dark dates over light. Many homemakers indicated little interest in or awareness of domestic versus imported origins, package size, or price of this item.

Raisins

Raisins are a widely and frequently used year-round food, appealing to all segments of the population but particularly to homes with children.

Unlike any of the products studied except fresh oranges and grapefruit, homemakers indicated health considerations -- particularly iron content -- to be the most important reason for using raisins. Taste or flavor, including the contribution they make to other foods, was another widely praised attribute of raisins.

Raisins, like dates, were used in a great variety of ways, even larger proportions of raisin than of date users citing cooking and baking uses. Largest single use: "Plain," "right out of the box," "I just give some to the children."

ALL FRUITS AND JUICES

This chapter reports homemakers' responses to two series of questions: One concerned with all fruits and juices being used at the time of the survey, the other with homemakers' knowledge of certain nutrients and the fruits associated with them. In these questions, unlike those in the remainder of the study, no fruit or juice was mentioned to the homemakers -- the products named are those that came to the respondents' minds in answer to "open" questions.

Fruits and Juices Used in Spring 1957

At the time of the survey, more households were serving oranges and orange juice than any other fruit or juice:

84 percent of the homemakers named oranges as a fresh fruit they were using "at this time of year"
75 percent said they were using orange juice

Majorities ranging from 53 to 68 percent also said they were using fresh apples, bananas, and grapefruit; but no other juice approached the popularity of orange. Closest competitor, tomato juice, was mentioned by 31 percent.

Before any specific product was mentioned, homemakers were asked to name the fresh fruits and the juices they were using at the time -- March and April 1957. Their answers apply, of course, only to the season of the survey, for use patterns undoubtedly differ from season to season, and not all fruits were generally available at the time.

Fruits and juices named by 10 percent or more of the homemakers were (table 5):

Fresh fruits --

84 percent said they were using oranges
68 percent said they were using apples
62 percent said they were using bananas
53 percent said grapefruit
26 percent said lemons
13 percent said pears
11 percent said grapes

Juices --

75 percent said they were using orange juice
31 percent said tomato juice
29 percent said grapefruit juice
24 percent said pineapple juice
15 percent said grape juice
10 percent said prune juice

Appraisals of Fruits and Juices

Oranges were the overwhelming choice of homemakers if they were limited to but one fruit or juice. All homemakers were asked (table 5):

"If you and your family could have only one kind of fruit or juice for a month, which one would you choose?"

- 64 percent said they would choose oranges or orange juice
- 9 percent said grapefruit
- 9 percent said apples or apple juice
- 3 percent said bananas
- 3 percent said pineapple
- 3 percent said tomato
- 1 percent said grape
- 1 percent said apricot
- 1 percent said prune
- 1 percent said lemon
- 4 percent named a variety of other fruits or juices
- 1 percent could not choose

Health considerations were a very important reason given for choosing the one fruit or juice, especially in the case of oranges and grapefruit. Homemakers who chose oranges stressed vitamin content particularly.

Among the homemakers choosing various fruits or juices, health reasons were given by (table 6):

- 79 percent as a reason for choosing grapefruit or grapefruit juice
- 78 percent as a reason for choosing oranges or orange juice
- 63 percent for tomato
- 58 percent for pineapple
- 56 percent for apples
- 47 percent for bananas

Other high-ranking reasons given for choosing oranges included the taste (most often described as "sweet"), use for children, their refreshing or invigorating effect, convenience of use. Reasons given for choosing grapefruit are similar, except that the flavor is most often called "sour" or "tart" by those who prefer it, and very few indicated grapefruit was bought for children.

Versatility -- the variety of ways in which they can be used -- was an especially important reason for choosing apples or bananas as an "only" fruit, and homemakers who chose bananas were the most likely to mention children as a reason. Pineapple was the only fruit or juice whose adherents placed taste or flavor above health reasons.

Food Components

Most of the homemakers interviewed said they were aware of vitamin C, vitamin A, and energy food; relatively few had seen or heard anything about bioflavonoids or protopectins.

At the end of the survey, homemakers were shown a card listing these five food components, and were asked which they had seen or heard anything about and which were found in fresh fruit. Among all homemakers (table 83):

94 percent said they had heard of vitamin C, and
82 percent said it was found in fresh fruit.

87 percent had heard of vitamin A, and
43 percent associated it with fresh fruit.

79 percent had heard the term "energy food," and
49 percent associated it with fresh fruit.

26 percent had heard of bioflavonoids, and
7 percent associated them with fresh fruit.

25 percent had heard of protopectins, and
14 percent associated them with fresh fruit.

As might be expected, awareness of these food components was more widespread among better educated than among lower educated homemakers. Differences by section of the country were minor, but Western homemakers were somewhat more likely than others to say they had heard of vitamin A and energy food, Southern homemakers least likely to have heard of bioflavonoids.

Vitamin C

This vitamin is associated almost exclusively with citrus fruits, particularly oranges. Among the many homemakers who had heard of vitamin C and who associated it with fresh fruit (table 84):

93 percent named one or more citrus fruits --

79 percent oranges
11 percent grapefruit
9 percent "citrus"
5 percent lemons

2 percent named apples
2 percent tomatoes
5 percent could not name a fruit

Energy Food

Homemakers named a variety of fruits as sources of energy, not confining themselves to fresh fruits. Citrus as a class was in the lead, but raisins were a close second to oranges; and bananas, apples, and dates were named by about 1 in 10.

Among the homemakers (49 percent) who associated "energy food" with fruit (table 84):

- 38 percent named one or more citrus fruits --
 - 31 percent oranges
 - 6 percent grapefruit
 - 3 percent "citrus"
 - 1 percent lemons

- 26 percent named raisins
- 11 percent named bananas
- 10 percent named apples
- 9 percent named dates
- 2 percent named grapes
- 1 percent each named avocados, peaches, and prunes
- 6 percent named a variety of other noncitrus fruits
- 10 percent could not name a fruit

Vitamin A

About 3 out of 10, even among the homemakers who associated vitamin A with fruit, could not name a fruit. The others put citrus fruits -- again mainly oranges -- at the head of the list, with apples a distant second.

- 46 percent named one or more citrus fruits --
 - 33 percent oranges
 - 7 percent grapefruit
 - 4 percent "citrus"
 - 4 percent lemons

- 12 percent named apples
- 5 percent named bananas
- 3 percent each named tomatoes and avocados
- 2 percent named raisins
- 1 percent each named dates and peaches
- 29 percent could not name a fruit

Protopectins

Apples topped the list of fruits associated with protopectins, with citrus fruits next.

Among the 14 percent of homemakers who associated protopectins with fresh fruit:

43 percent named apples
34 percent named one or more citrus fruits --
16 percent oranges
12 percent lemons
4 percent each grapefruit and "citrus"
2 percent limes
6 percent named grapes
2 percent named raisins
1 percent each named bananas, peaches, plums, and "dried fruit"
6 percent named various other fruits
15 percent could not name a fruit

Bioflavonoids

Among the very small proportion of homemakers -- 7 percent -- who had heard of bioflavonoids and said they were associated with fresh fruit, 3 out of 10 were unable to name a fruit. Most of the remainder associated this nutrient with citrus fruit, again usually oranges.

59 percent named one or more citrus fruits --
36 percent oranges
10 percent grapefruit
9 percent "citrus"
8 percent lemons
1 percent limes
2 percent each named dates and raisins
1 percent each named apples, avocados, and a number of other fruits
2 percent named a variety of other fruits, none as high as 1 percent
31 percent could not name a fruit

C I T R U S P R O D U C T S -- G E N E R A L

Homemakers were questioned specifically about their use during the past year, frequency of use, and reasons for use patterns of 14 citrus products: Fresh oranges, grapefruit, lemons, and limes; frozen and canned orange, grapefruit, and lemon juices; frozen orangeade, lemonade, and limeade; and ready-to-serve orange juice (a relatively new product prepared from either fresh or a combination of fresh and reconstituted frozen orange juice and marketed in waxed containers).

These, of course, do not cover the gamut of citrus fruits and processing forms; they were chosen as being most critical to the marketing problems of the citrus fruit industry.

Use in the Past Year

Over the course of a year, fresh citrus fruit finds its way into virtually every household in the United States, if homemakers' testimony about the year preceding the survey is typical. All but 2 percent said they had used oranges, grapefruit, lemons, and/or limes in the past year.

In addition, frozen and canned citrus juices each were used in about two-thirds of the homes, frozen ades in almost half, and ready-to-serve orange juice in about a third.

When homemakers were shown the list of 14 citrus products including fruits, juices, and ades and asked which they had used in the past year:

99 percent said they had used at least 1 of the 14
98 percent had used at least 1 of the 4 fresh fruits
68 percent had used at least 1 of the 3 frozen juices
67 percent had used at least 1 of the 3 canned juices
44 percent had used at least 1 of the 3 frozen ades
31 percent had used ready-to-serve orange juice

As shown in summary table 1, fresh oranges, lemons, and grapefruit were the most widely used products, followed by frozen orange juice, canned orange juice, canned grapefruit juice, and frozen lemonade. Reported by fewest households were frozen grapefruit juice and frozen limeade.

Frequency of Use

Fresh oranges, frozen orange juice concentrate, and fresh grapefruit were the citrus products that users served most frequently at the season of the survey -- March and April 1957. Each of these was being served

Table 1.--"Now will you look at each product on this card and tell me whether or not you have used it during the last year?" (For each product used): "At this time of year, about how often do you serve _____?"

Product	Use during the last year 1/		Frequency of serving at this time of year						Cases
	Used	Did not use	More than once a week	Once a week	1-3 times a month	Less than once a month	Don't serve		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	
Fresh fruit									
Oranges -----	94	6	68	11	13	6	2	2,414	
Grapefruit -----	81	19	45	17	25	11	2	2,083	
Lemons -----	89	11	27	16	26	13	18	2,278	
Limes -----	24	76	4	4	13	20	59	623	
Frozen concentrated juices									
Orange -----	64	36	48	11	19	13	9	1,652	
Grapefruit -----	18	82	18	15	29	24	14	473	
Lemon 2/ -----	29	71	6	8	18	20	48	748	
Canned juices									
Orange -----	49	51	29	15	26	22	8	1,270	
Grapefruit -----	42	58	22	16	30	26	6	1,079	
Lemon (canned or bottled)	27	73	13	11	25	30	21	683	
Ready-to-serve orange juice-----	31	69	19	10	23	33	15	790	
Frozen concentrated ades									
Orange -----	22	78	3	3	11	12	71	573	
Lemon -----	40	60	5	4	9	8	74	1,020	
Lime -----	17	83	1	2	7	8	82	432	

1/ Percents for this part of the table are based on total number of respondents (2,572).

2/ Although all 3 frozen juices were listed as concentrates, it appears that many homemakers included frozen single-strength juice in their responses for frozen concentrated lemon juice. The figures for frozen lemon juice probably represent, therefore, both concentrated and single strength.

more than once a week by from about a half (for the latter two) to two-thirds (for fresh oranges) of their users.

Fresh lemons, the three canned juices, ready-to-serve orange juice, and frozen grapefruit juice were also being served frequently by substantial proportions.

On the other hand, five of the products -- the three concentrated ades, fresh limes, and frozen lemon juice -- were considered unseasonal at the time of the survey, for large proportions of the homemakers who used them said they were not serving them at all during the spring.

In all cases, these were actually seasonal changes in use, for homemakers indicated they had not discontinued using any of these products. Asked: "Do you think you will be likely to go on using (the product not served at this time of year) from time to time, or have you definitely stopped using it?" more than 9 out of 10 of the homemakers concerned said that they did intend to go on using the product. These products apparently have their peak use during the summer for cool drinks.

In season, the reported frequency of use of these 5 citrus products ranks with the more popular of the products in current use, more-than-weekly use being reported by from 3 out of 10 users of fresh limes to 6 out of 10 users of frozen concentrate for lemonade (table 21).

Comparison with Previous Study

During January and February 1950, the Department of Agriculture conducted a study of consumer attitudes which included, among other items, 9 of the products studied in the present survey: Fresh oranges, grapefruit, lemons, and limes; frozen concentrated orange and grapefruit juices; and canned orange, grapefruit, and lemon juices. 1/

Then, as now, the reported use of fresh citrus fruit was practically universal; then, as now, fresh oranges, lemons, and grapefruit were the most widely used of all citrus products studied. The 1957 figures, however, indicate a sharp increase since 1950 in the proportions of households using frozen concentrated orange and grapefruit juices, accompanied by a decline in the proportions using canned orange and grapefruit juices.

1/ Bureau of Agricultural Economics. Consumers' Use of and Opinions about Citrus Products. Agr. Inform. Bul. 50, U. S. Dept. Agr., October 1951.

The following tabulation compares the results of the two surveys.

<u>Product</u>	<u>Percent using in year prior to:</u>	
	<u>1950</u>	<u>1957</u>
Fresh oranges	93	94
Fresh lemons	88	89
Fresh grapefruit	76	81
Fresh limes	20	24
Frozen orange juice concentrate	27	64
Frozen grapefruit juice concentrate	3	18
Canned orange juice	61	49
Canned grapefruit juice	55	42
Canned or bottled lemon juice	24	27

Frozen concentrated juices were, of course, quite new on the market in early 1950; in the interim frozen orange and grapefruit juices appear to have made considerable inroads on the market for the canned products.

The studies were conducted in different seasons -- early spring of 1957, midwinter of 1950 -- and different questions were asked about frequency of use. Therefore, no attempt is made to compare frequencies reported in the two surveys.

Group Differences

Generally speaking, it appears that the widest market for citrus products is among families with children, upper income families, those with better educated and younger homemakers, and urban dwellers. There are, of course, variations in degree within this generalization and not all products conform in all respects -- the use of grapefruit products, for example, is smaller among families with young children and young homemakers; and canned orange juice is used by higher proportions of lower than of upper income families -- and these differences will be discussed in some detail in the chapters on individual products.

Differences by section of the country are less clear-cut and do not form a definite pattern -- one section may have a higher proportion reporting use of one product than the other sections, but lower proportions reporting use of another product, and usually the differences among sections are small. Variations among sections that do appear will also be indicated in the following chapters.

Table 2.--Summary of use of citrus products in the year preceding March-April 1957

Background characteristics	Percent of homemakers who used						Cases
	Some citrus product	Fresh citrus	Frozen juices	Canned juices	Ready-to-serve orange juice	Frozenades	
	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States total --	99	98	68	67	41	44	2,572
Region							
Northeast -----	99	98	70	65	35	52	660
North Central -----	99	98	67	68	27	43	743
South -----	97	97	64	69	35	36	753
West -----	99	98	72	66	23	47	416
Size of community							
Large urban areas --	99	99	72	64	37	50	714
Other urban -----	98	97	72	68	30	46	988
Rural -----	98	97	59	69	26	36	870
Family composition							
No children -----	98	96	60	63	23	35	1,187
Children 12-17 only	99	98	70	71	35	51	249
Children under 12 only -----	100	99	77	69	37	52	784
Children both age groups -----	99	98	70	73	37	50	351
Family income group							
Upper -----	99	99	78	66	31	56	792
Middle -----	99	99	72	67	35	47	971
Lower -----	97	95	52	68	26	28	763
Education of homemaker							
College -----	100	99	84	68	33	58	423
High school -----	99	99	73	65	33	49	1,368
Grammar school -----	97	95	49	69	26	26	769
Age							
Under 35 years -----	100	99	76	68	37	53	786
35-49 years -----	99	98	74	69	33	51	859
50 years and over ---	97	95	56	65	23	30	913

Summary table 2 illustrates the general story and is useful as an index to the use of types of citrus products. The detailed picture for the individual products is shown in the Appendix tables.

Attitudes toward Citrus Products

In addition to ascertaining the incidence of use and the frequency of use of the 14 citrus products studied, the survey inquired into the reasons for use patterns:

Homemakers who were using a product once a month or more at the time of the survey were asked: "We know that different people have different reasons for choosing the things they eat. Why would you say you use (name of product); that is, what things about it make you use it?"

Homemakers who were using a product less than once a month at the time of the survey were asked: "How does it happen that you don't use more (name of product)?"

Homemakers who had not used a product in the past year were asked: "You've told me about why you do use certain products. How did it happen that you didn't use any (name of product) during the past year?"

In all cases, interviewers were instructed to probe vague or incomplete answers to obtain as complete a picture as possible of consumer motivations.

The answers to these three questions indicate that the various citrus products have much in common, but at the same time have some distinctly specialized appeals and drawbacks, so far as the consumer is concerned. Summary tables 3 and 4, presenting the more common answers at the two extremes -- the major reasons given by homemakers who at the time of the survey were using a given product once a month or more, and those given by homemakers who did not use the product at all in the past year -- provide a general profile for each of the products and a comparison among them. Discussion of the pros and cons of the various products in the following chapters is based in part on these summaries and in part on the more detailed Appendix tables.

Table 3.--Homemakers who said they used certain citrus products once a month or more in the spring: Summary of percentage distribution of reasons for use given by 10 percent or more 1/

Reasons	Fresh fruit				Frozen juices				Canned juices				Ready to serve orange juice				Frozen sodas					
	Oranges	Grapefruit	Lemons	Limes	Orange	Grapefruit	Lemon	Orange	Grapefruit	Lemon	Orange	Lemon	Orange	Lemon	Lime	Orange	Lemon	Percent	Percent	Percent	Percent	
Health reasons--vitamins, prevent or cure colds, illness, good for you	74	65	38	21	31	30	20	27	32	14	19	25	17	17	17	17	17	17	17	17	17	
Taste reasons--good taste, like the flavor	39	38	65	59	40	35	29	22	30	42	49	34	31	24	24	24	24	24	24	24	24	
Convenience reasons--good to keep on hand, easy to prepare, timesaving	--	--	--	--	78	49	56	61	41	69	52	50	57	52	52	52	52	52	52	52	52	
For children--good for them, they like it	23	--	--	--	10	--	--	15	--	--	17	22	12	17	17	17	17	17	17	17	17	
Like it--I like it, whole family likes it	22	21	--	--	10	--	--	13	--	--	--	--	--	--	--	--	--	--	--	--	--	
For variety--as a change	--	20	--	--	16	--	30	--	11	25	--	10	15	--	--	--	--	--	--	--	20	
For snacks	14	--	--	--	--	--	--	--	--	--	--	--	10	--	--	--	--	--	--	--	--	
Juicy--like it for juice	10	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Stimulating effect--invigorating, refreshing, thirst-quenching	10	10	12	11	--	--	13	--	--	--	--	--	12	27	17	17	17	17	17	17	17	
Relatively inexpensive	--	--	--	--	14	--	11	18	12	16	--	--	--	--	--	--	--	--	--	--	13	
Like it for breakfast	--	29	--	--	10	10	--	--	10	--	--	--	--	--	--	--	--	--	--	--	--	
Versatile--can use it many ways, with many foods	--	--	48	33	--	--	14	--	--	24	--	--	--	--	--	--	--	--	--	--	--	
Use it for cool drinks	--	--	--	14	--	--	--	--	--	--	--	--	--	--	--	--	--	16	11	11	11	
Number of cases	2,223	1,812	1,575	129	1,293	295	240	887	733	332	412	99	185	2/46								

1/ Percentages add to more than 100 because of multiple answers.
2/ Number of cases too small for reliable conclusions.

Table 4.--Homemakers who said they did not use certain citrus products in the last year: Summary of percentage distribution of reasons for nonuse given by 10 percent or more

Reasons	Fresh fruit				Frozen Juices				Canned Juices				Ready-to-serve orange juice				Frozen aches			
	Oranges	Grapefruit	Lemons	Limes	Orange	Grapefruit	Lemon	Grapefruit	Lemon	Grapefruit	Per cent	Per cent	Per cent	Per cent	Orange	Lemon	Lime	Per cent	Per cent	Per cent
Health reasons--have ailment, too acid for health, lacks vitamins, nutrients -----	33	19	20	--	15	10	--	18	15	--	--	--	--	--	--	--	--	--	--	--
Convenience reasons--difficult to prepare, can't store -----	23	12	20	--	14	--	14	--	--	--	--	--	--	--	--	--	--	--	--	--
Too expensive -----	20	12	15	--	19	10	10	--	--	--	--	--	18	10	11	--	--	--	--	--
Taste reasons--too bitter, too sour; tastes of can, processing -----	--	44	19	26	16	32	16	58	54	29	17	19	17	19	17	24	24	24	24	24
Availability reasons--not available; preferred products are available -----	--	--	--	--	12	--	--	11	--	--	--	12	--	--	--	--	--	--	--	--
Food habit reasons--never think of it; don't use it -----	--	--	13	33	16	16	21	--	--	17	23	27	27	27	27	30	30	30	30	30
Just don't like it -----	--	18	11	13	--	--	--	--	--	12	--	--	--	--	--	--	--	--	--	10
Not so good as fresh products -----	--	--	--	--	20	19	29	17	14	31	12	17	17	17	17	23	23	23	23	23
Not so good as other (not fresh) product -----	10	--	11	--	--	--	--	14	--	--	--	--	10	--	--	--	--	--	--	--
Number of cases -----	158	489	294	1,949	920	2,099	1,824	1,302	1,493	1,889	1,782	1,999	1,552	2,104	1,552	2,104	1,552	2,104	1,552	2,104

1/ Percentages add to more than 100 because of multiple answers.

FRESH CITRUS FRUITS

The questions described in the previous chapter -- on incidence of use, frequency of use, and reasons for use patterns -- were all asked about each of the 14 citrus products studied. In addition, certain special questions were introduced for the four fresh citrus fruits -- oranges, grapefruit, lemons, and limes -- to answer specific problems posed by the growers concerned. The discussion in this chapter, therefore, will be more extensive for some fruits than for others, depending on the number of questions used.

Oranges

Use of oranges is both widespread and frequent in the United States -- most homemakers said they had used oranges in the past year, and about 7 out of 10 of these reported that they served them more than once a week in the spring (table 7).

The pattern of use was almost universal among all segments of the population: Even though childless families, low-income families, those with older and less educated homemakers, those living in North Central or Southern States and outside of the largest urban centers reported either less widespread or less frequent use of oranges than other population groups, the differences were not large. The lowest incidence of use reported was 89 percent, among families whose homemakers were 50 or over (compared with 97 percent among homemakers under 35). The least frequent use reported was among lower income families, where 6 in 10 users said they served oranges once a week or more (compared with about 7 in 10 of middle and upper income users of oranges).

Attitudes toward Oranges

More than any other of the products studied, oranges are described by the homemakers as a healthful food, rich in vitamins (particularly vitamin C), and "good for you"; 3 out of 4 of those who were using oranges once a month or more at the time of the survey gave health considerations as a reason. Flavor, mentioned by about half as many as talked of healthful properties, was also an important reason for use of oranges, "sweet" being the most widespread description of their taste. Oranges and orange products are more likely than other fruits to be described as used for children (table 22).

The small proportions of homemakers who did not use fresh oranges in the past year or were using them less than once a month at the time of the study were less voluble in citing drawbacks than frequent users were in citing advantages. Health considerations were important on the negative side, but not to anything like the extent they were as a reason for use. About 1 nonuser in 3 gave such reasons as that members of the family had ailments that precluded the use of oranges, or that oranges were thought too acid for health (tables 26, 30).

Inconvenience -- the nuisance of preparation or the problem of storage -- was a drawback cited by about a fourth both among infrequent users and nonusers. Coupled with the comment of about a fifth of the infrequent users and a tenth of the nonusers that they preferred a processed product, the indication is that at least some of these people were deserting fresh for processed orange products.

Cost appears to be a relatively more important deterrent to the use of fresh oranges than to that of any other citrus product except ready-to-serve orange juice -- 25 percent of the infrequent users and 20 percent of the nonusers said oranges were too expensive.

Ways of Using Oranges

Few homemakers restrict themselves to a single use of oranges; rather, many indicated that they use the fruit in a variety of ways -- particularly as a fruit to eat out of hand, for juice, and in salads, but also in other dishes and in cooking and baking.

The major answers users of oranges gave to the question, "In what ways do you use or serve fresh oranges? Any other ways?" were (table 38):

71 percent said such things as, "I just peel them and give them to the children," "We enjoy eating them just as they are"

58 percent said they used them for juice (a few additional indicated use in cocktails, fruit punch, orangeade)

44 percent said they used them in salads (additional similar uses included fruit cup or ambrosia, gelatin, icing, frosting, or filling)

18 percent said they served them as sections (without indicating whether out of hand or part of a dish)

12 percent mentioned cookies, cakes, puddings, or other cooking or baking uses

Actually, of course, more homemakers use a product in a given way than are likely to think of it in answer to an unprompted question such as the one reported here. When questioned specifically about out of

hand, juice, and salad use of oranges, larger proportions indicated that they used oranges for these purposes than mentioned them spontaneously. The relative order of importance of these uses is not changed by the direct questioning, however (table 40).

98 percent indicated that they used oranges as a fruit to eat

73 percent indicated that they used them for juice

57 percent indicated that they used them in salads

Marketing Factors

The skin of the orange appears to be the most important single factor in selection: Almost 5 out of 10 women who used oranges said they chose by skin -- mainly thin-skinned oranges, but also smooth-skinned or thick-skinned oranges. Somewhat smaller but important proportions -- from 2 to 3 out of 10 buyers -- said they went by type of orange, by size, by firmness, by color, or by "juiciness."

When homemakers who had used oranges in the past year were asked, "What do you look for when you are buying oranges?" the major answers were (table 39):

47 percent said they looked for various skin qualities --

33 percent for thin skins

12 percent for smooth skins

6 percent for thick skins

29 percent mentioned one or more types they looked for --

11 percent looked for specific brands

10 percent looked for place of origin

9 percent looked for navel oranges

4 percent for seedless oranges

25 percent said they looked for size --

8 percent for medium size

7 percent for large oranges

4 percent for small oranges

6 percent for "the right size"

23 percent looked for firm oranges without soft spots

21 percent mentioned color --

19 percent good, bright, deep

2 percent without color added

19 percent looked for juicy oranges

13 percent looked for fresh appearance

9 percent for price -- a good buy

7 percent for weight

Size of Oranges

Medium-sized oranges are preferred by most women. Although size is but one of a number of criteria that homemakers have in mind when they shop for oranges, it appears that -- other things being equal -- the great majority buy medium-sized oranges most often, prefer them for the purposes for which oranges are most widely used, and consider them the most economical for juice. Except for juice, large oranges have a strong edge over small.

In answer to direct questions about size (table 40):

About 7 out of 10 orange users said they bought medium-sized oranges most frequently.

Among those homemakers who used oranges for the various purposes, the majority said that they preferred medium-sized oranges for juice, for salads, and as a fruit to eat, and that medium-sized oranges gave the most juice for the money.

About 2 homemakers said they bought large oranges most frequently for every 1 who said she bought small.

Large oranges were preferred over small by about 3 to 1 both for salads and as a fruit to eat.

So far as juice was concerned, there was practically no difference in the proportions favoring small and large oranges.

Despite the widespread preference for medium over either small or large oranges, about 4 orange users in 10 had no criticism to make of small oranges, and a similar proportion had no criticism of large oranges. Least criticism of small oranges came from families with children under 12; least criticism of large oranges came from families without children (tables 41, 42).

In answer to the question, "Is there anything you don't like about using small oranges?" the largest single group of answers added up to the simple, "They're not big enough" -- almost 3 out of 10 users of oranges said that small oranges don't give enough juice, that they don't go as far, that one is not enough. About 15 percent spoke of inconvenience, most indicating that it was faster to use fewer oranges but others saying that small oranges are harder to peel or handle; and 13 percent said small oranges were uneconomical.

By contrast, the most widespread criticism of large oranges was economic -- more than 3 orange users in 10 said either that there was too much waste in the thick skin or that large oranges were too expensive.

The only other criticism made by more than 1 in 10 was that large oranges are not suitable for juice. Apparently to at least some home-makers, the term "large" oranges meant the thick-skinned variety.

Home-Squeezed Orange Juice

While fresh orange juice is widely served at breakfast, and, particularly in homes with children, between meals, relatively few families serve it with the noon or evening meal.

When homemakers who indicated they used oranges for juice -- 73 percent of all those who used oranges last year -- were asked, "At what meals do you serve home-squeezed orange juice?" and "Do you serve it between meals?" (table 43):

- 87 percent said they served it at breakfast
- 63 percent said they served it between meals
- 9 percent said they served it at lunch
- 8 percent said they served it with the evening meal

Proportions serving orange juice at the various meals were similar regardless of the presence or absence of children in the home, but homes with children were more likely than others to serve orange juice as a between-meal pickup.

Most homemakers serve the amount of juice they want for their families, rather than using a fixed number of oranges:

In answer to the question, "When you serve orange juice, do you squeeze a certain number of oranges or a certain amount of juice?" 3 out of 4 of the women who used oranges for this purpose said that they went by the amount of juice they needed (table 44).

Home-Squeezed versus Processed Orange Juice

So far as vitamin content is concerned, American homemakers appear to rank home-squeezed orange juice first, frozen a fairly close second, and canned third.

A number of factors enter into the nutritional picture, among them the quality of the orange itself, the method of processing, the length of time the fresh fruit has been squeezed or the container opened. Generally, nutritionists believe that the freezing process does not affect the orange's most important contribution to diet -- ascorbic acid or vitamin C -- and that though the canning process does affect it, the change is not drastic.

The great majority of American homemakers, however, take the position that home-squeezed orange juice is richer in vitamin content than either the frozen or the canned product. This belief is widely held in all segments of the population; regardless of section of the country, size of community, income, age, or education, between 8 and 9 out of 10 homemakers are of this opinion.

When all homemakers were asked, "On the average, which orange juice do you think is richest in vitamin content -- home-squeezed, canned, or frozen?" (table 34):

85 percent said home-squeezed
9 percent said frozen
2 percent said canned
4 percent could not say

The overwhelming vote for home-squeezed orange juice does not mean that it is thought overwhelmingly better than the processed, however. Rather, homemakers' attitudes generally appear to sum up: "Home-squeezed is better than frozen, but not much; and canned orange juice is somewhat lower." Apparently, most consider frozen orange juice to have at least three-fourths the vitamin content of home-squeezed, and canned orange juice to have between half and three-fourths the vitamin content of home-squeezed (table 35).

When homemakers who said home-squeezed juice is superior were asked, "Thinking of the vitamin content of home-squeezed orange juice as 100 percent, what would you say is the vitamin content of frozen orange juice?"

18 percent said 70 percent or less
25 percent answered in the 71-80 percent range
21 percent answered in the 81-90 percent range
21 percent said over 90 percent
15 percent could not say

When the same homemakers were asked this question about canned orange juice:

8 percent said 40 percent or less
26 percent answered in the 41-50 percent range
11 percent answered in the 51-70 percent range
25 percent answered in the 71-80 percent range
8 percent answered in the 81-90 percent range
5 percent said over 90 percent
17 percent could not say

The average (median) answer for frozen orange juice was that it held about 80 percent the vitamin content of home-squeezed; for canned 65 percent.

Grapefruit

About 8 homemakers in 10 reported having used fresh grapefruit in the past year, almost half of them more than once a week (table 8).

Use of grapefruit, like that of oranges, is either more widespread or more frequent among people living in urban than in rural places, among upper-income than lower-income families, and among those with better-educated than lower-educated homemakers. However, the family composition and age patterns are reversed -- families without young children and those with older homemakers, though about average in the proportion using grapefruit, appear to be a better-than-average market because users serve it more frequently.

Sectional differences were not large, but use was somewhat more widespread in the Northeastern and North Central States than in other sections of the country, and users in the Northeast reported the most frequent use.

Attitudes toward Grapefruit

The most widespread motivation expressed for the use of grapefruit, like that for oranges, is belief in its healthful qualities. Grapefruit users, however, are less likely than orange users to speak of the vitamin content and more likely to describe the fruit as nonfattening, good for diets, or as an appetite stimulant. Taste or flavor, most often described as "tart," "acid," or "sour," is the second-ranking reason given for using grapefruit at least once a month.

Grapefruit appears to be somewhat less of an everyday fruit than oranges -- 20 percent even among the homemakers who used it at least once a month said they used it "for variety," "as a change" (comparable figure for oranges, 2 percent) (table 22).

Nonuse or infrequent use of grapefruit is most often related to a dislike of the taste, here described as "too sour," "too tart," "too bitter." Almost half of the nonusers gave taste reasons, and about a fifth added simply, "we just don't like them." The only other reasons for nonuse given by as many as a fifth related to health -- that grapefruit are too acid or that some ailment prevents their use (tables 26, 30).

Ways of Using Grapefruit

Compared with oranges, homemakers report on the average relatively limited uses for fresh grapefruit. Most commonly, this fruit appears on the American table in halves and -- if the responses of the homemakers who gave a "when" answer to a "how" question are typical -- at breakfast. Uses reported by from 1 to 3 in 10 were for salads, in sections, for out-of-hand eating, and for juice. Only 1 grapefruit user in 20 said she served them broiled or baked.

When homemakers who had used grapefruit in the year preceding the study were asked, "In what ways do you use or serve fresh grapefruit? Any other ways?" (table 36):

- 73 percent said they served them in halves
- 29 percent said they used them in salads
- 11 percent said "in sections" without indicating how used
- 11 percent said they used them as a fruit to "peel and eat"
- 10 percent used them in drinks --
 - 9 percent as grapefruit juice
 - 1 percent in mixed drinks
- 5 percent said they broiled or baked them
- 3 percent used them chopped or sliced
- 1 percent used them in gelatin

- 40 percent indicated when grapefruit was served --
 - 35 percent said at breakfast
 - 5 percent said as dessert
 - 3 percent indicated a between-meal-snack use
 - 3 percent said a before-meal appetizer
 - 1 percent each mentioned the evening meal and lunch

Undoubtedly, as suggested in discussing ways of using oranges, somewhat more homemakers actually used grapefruit in various ways than thought to mention them.

Lemons

Next to oranges, lemons were the most universally used citrus product: 9 out of 10 homemakers said they had used them in the past year. As with many other citrus products, use of lemons was reported by somewhat smaller proportions among rural and lower income families and families with lower-educated and older homemakers; however, in no population group analyzed did fewer than 8 out of 10 homemakers report having used lemons in the year preceding the survey (table 9).

Attitudes toward Lemons

Although health qualities are prominent among the attributes of lemons mentioned by homemakers who used them once a month or more (lemons were associated with prevention or cure of colds more than any other of the products tested), they are not the leading reason, as they were for oranges and grapefruit. Rather, the outstanding reasons given by these homemakers were the taste or flavor of lemons and their versatility or wide range of use; health considerations ranked third (table 22).

The great majority of infrequent spring users gave reasons centering around their food habits, amounting almost to, "We don't use them more because we don't use them more," though some said they did use lemons more often in warm weather than they did in the early spring. More than 7 out of 10 homemakers who were using lemons less than once a month at the time of the survey said such things as, "We don't often have foods that need it," "We don't make cakes (or custards, etc.) very often," "We don't drink tea much," "We use it more often when the weather is warm," or "We use them mainly for a change." Health reasons were given by a small proportion, including some who said they used lemons only when there were colds in the family; and a few infrequent users found the flavor too tart or fresh lemons inconvenient (table 26).

The few nonusers of fresh lemons attributed this about equally to health reasons (some ailment in the family, or belief that lemons are too acid), to inconvenience (nuisance of preparation or difficulty of storage), and to taste ("too sour," "too tart"). About 1 nonuser in 5 gave each of these reasons. About 15 percent of nonusers said they considered lemons too expensive, and 11 percent that they preferred a processed product (table 30).

Ways of Using Lemons

Homemakers' listing of the ways in which they use or serve fresh lemons bears out their description of this fruit as a versatile one, most of them naming a number of uses. Practically all used lemons for various drinks, about half used them in cooking or baking, and about half also used them as a garnish or flavoring in or with various foods.

Here are the leading answers homemakers who used the fruit in the past year gave to the question, "In what ways do you use or serve fresh lemons? Any other ways?" (table 37):

- 87 percent said they used them in drinks --
 - 61 percent in lemonade
 - 41 percent in tea
 - 12 percent in drinks, but without describing the type of drink
 - 6 percent used them as juice
 - 4 percent specified alcoholic drinks
- 53 percent said they used lemons in cooking and baking --
 - 41 percent in pies, puddings, or custards
 - 12 percent in unspecified cooking or baking uses
 - 10 percent in cakes or cookies
- 53 percent used them with or in various foods --
 - 34 percent with fish or seafood
 - 14 percent with salads or in salad dressing
 - 7 percent as flavoring, dish unspecified
 - 5 percent in frostings, icings, fillings
 - 5 percent with vegetables
 - 5 percent in sauces
 - 4 percent with meat
 - 2 percent in desserts
 - 2 percent simply said garnish or decoration
 - 8 percent cited medicinal uses

Limes

Limes differ from most of the citrus products studied in that the proportion of families using them varies relatively little by presence or absence of children, or age of homemaker, but widely by education, income, and size of community. Use of limes was reported by, proportionately, almost 4 times as many college-educated as grammar-school-only homemakers, more than twice as many upper income as lower income families, and more than one and one-half times as many large-city as rural residents (table 10).

Use of limes in the spring was quite infrequent, for 6 out of 10 lime users said they were not serving limes at the time of the survey. However, most -- 95 percent -- of these seasonal users said that they planned to go on using limes from time to time, and these reported quite frequent use in season (table 21):

- 29 percent said that when they do use limes they use them more than once a week
- 26 percent said about once a week
- 27 percent said 1 - 3 times a month
- 18 percent said less than once a month

Seasonal Use of Limes

Summer is the only time of the year when consumption of limes is widespread, even among the fourth of American households reporting use during the past year. In answer to direct questions, 27 percent reported that they used limes all year round, and 66 percent said they used them in the summer, making a total of better than 9 in 10 indicating summer use. Rather few of the seasonal users said that they used limes in the other seasons or at holidays, and apparently even some of the homemakers who were using the fruit at the time of the survey considered their use too sporadic to be classed as either year-round or spring.

Only a minority (about 4 in 10) of the seasonal users believe that limes are available to them all year round. When seasonal users were asked, "Do the stores where you shop carry limes all year round, or only at certain seasons?" the majority said either that limes were available only at certain seasons or that they didn't know about lime availability (table 50).

Lack of availability apparently accounts for some but not all of the seasonal use of limes -- about 4 times as many seasonal users gave reasons associated with summer uses as mentioned lack of availability.

Answers to the question, "Why don't you use limes all year round?" were:

54 percent said they used limes only for hot-weather drinks

4 percent said that limes taste better in summer

2 percent said they liked them with hot-weather food

14 percent said limes were not always available

11 percent said they'd never gotten into the habit

8 percent said limes were too expensive

8 percent said they didn't like limes enough

Attitudes toward Limes

Although the incidence of use is opposite for lemons and limes -- large proportions of homemakers had used lemons in the past year and most were using them during the period of the survey, while use of limes was reported by relatively small proportions of homemakers, most of whom confined their use to warm weather -- the pattern of attitudes toward limes is similar to that for lemons.

Major reasons for use of limes given by once-a-month-or-more users paralleled those for lemons: Taste or flavor led with 59 percent, with versatility of use second (33 percent), and health considerations third (21 percent). Even these relatively frequent users of limes indicate that this fruit is sometimes a substitute for others, possibly lemons: 16 percent said that they used limes "as a change" or "for variety," compared with 2 percent who said this in the case of lemons (table 22).

As with lemons, again, the leading reason for sporadic use related to food habits -- 61 percent of the homemakers who used limes less than once a month during the survey period said such things as that they seldom prepare food requiring limes, that they use them only for variety, or use them mainly in warm weather. Indication that limes were not always available, that the taste of limes was displeasing, or that limes appeared to be too expensive came from about 1 infrequent user in 10 (table 26).

Among nonusers of limes (about 3 out of 4 of all homemakers) the major inhibiting factors appeared to be food customs -- "I just never think of them" -- cited by 33 percent; dislike of the taste, 26 percent; general dislike, 13 percent; and lack of availability, 9 percent (table 30).

Ways of Using Limes

Even though a third of the more faithful users of fresh limes cited the versatility of this fruit, most homemakers appear to restrict their use to drinks. Other uses described for fresh lemons were cited by lime users also, but generally by relatively small proportions. Practically all of the homemakers who used limes at all in the past year said they used them in drinks, and limes appear to be associated with alcoholic drinks rather more than lemons.

Among the 93 percent of lime users who said they used them for drinks (table 45):

- 40 percent said they used them in limeade
- 34 percent said "in drinks" without further description
- 20 percent said alcoholic drinks
- 14 percent said in fruit drinks or punch
- 8 percent said in tea
- 5 percent said as juice

Aside from drink uses, 14 percent said they used limes in or with such foods as fish or seafood, vegetables, etc., and 9 percent indicated cooking and baking uses.

Marketing Factors

Color appears to be the leading criterion by which women choose limes, with firmness, size, skin, and fresh condition also important to sizable proportions. However, a fourth of the lime users were not able to say how they judged limes.

Here are the points that came to mind when lime users were asked, "What do you look for when you are buying limes?" (table 46):

- 33 percent said they looked for specific color
- 24 percent said they looked for firm limes
- 22 percent said they looked for size --
 - 9 percent for large or fat limes
 - 6 percent for medium size
 - 3 percent for small
 - 4 percent for "the right size"
- 19 percent said the skin was a factor in selection --
 - 11 percent looked for smooth or even-skinned limes
 - 8 percent for thin skins
- 12 percent said they looked for fresh limes, unblemished limes
- 6 percent spoke of juiciness without citing their criteria
- 6 percent looked for soft, not hard limes

Color of Limes

Questioned specifically, about half the lime users said that they looked for a certain color when they shopped. "Dark green" was the most commonly sought shade, but many women indicated they looked for such shades as bright or medium or lime green, or for light green, yellow-green, or yellow.

"When buying limes, do you look for a certain color, or doesn't it make any difference to you?" "What color do you prefer?" (If "green"): "What shade of green do you prefer?" (table 48):

- 47 percent did not say they looked for a certain color
- 53 percent said they looked for a certain color --
 - 21 percent for dark green
 - 6 percent for medium green
 - 6 percent for bright, rich green
 - 2 percent for plain, fresh green
 - 2 percent for lime green
 - 9 percent for light green
 - 4 percent for yellow-green
 - 3 percent for yellow

From the above, three groups of colors are discernible:

- Dark green -- named by 21 percent of lime users
- Medium greens -- named by 16 percent
- Light green or yellow shades -- named by 16 percent

Homemakers indicate that they deduce a variety of qualities from the color of limes -- ripeness, juiciness, taste, freshness -- and that they find certain shades more attractive than others. Regardless of the color they said they preferred, a few said they were describing the "only color" they had ever seen in limes.

Light green or yellow limes indicate to their partisans that they are ripe and juicy and perhaps sweeter than the others. Medium and dark green limes, on the other hand, do not rate so well on the score of juiciness, but are more likely to be thought fresh and an attractive color (table 49).

Size of Limes

As indicated before, size is a less important consideration than color in limes. Only about a third of the lime users said, in response to a direct question, that they look for a certain size when they shop. Those who did express a preference put medium-sized limes first, large second; very few preferred small limes.

When lime users were asked, "Do you look for a certain size, or doesn't it make any difference to you?" "What size do you prefer?" (table 47):

32 percent said they looked for a certain size --
 4 percent for small limes
 18 percent for medium
 10 percent for large
65 percent said size made no difference
 3 percent took no position on size.

C I T R U S J U I C E S A N D A D E S

The major characteristic that the processed citrus fruits studied have in common is that convenience is the outstanding reason for use; in only 1 of these 10 processed products does another attribute jostle convenience for first place. This timesaving and storage factor, generally speaking, differentiates processed fruit from fresh most sharply, but also different forms of processed fruit to some extent.

Frozen Citrus Juices

About 2 out of 3 homemakers said they used frozen orange juice concentrate in the past year. Differences among the sections of the country were slight, but use was reported by substantially larger proportions of urban than rural dwellers, upper income than lower income families, families with children, and families with better educated and younger homemakers. A contrast with the relatively even use of fresh oranges by various segments of the population is the 81 percent use of frozen orange juice reported by homemakers with at least some college, and the 45 percent use reported by homemakers who had not gone beyond grade school (comparable figures for fresh oranges, 97 percent and 90 percent) (table 11).

Not only was the use of frozen orange juice more widespread than that of any other processed product studied (nearest rival to its 64 percent is the 49 percent for canned orange juice), but it was also the most frequently served: About 5 out of 10 users served it more than once a week, and an additional 1 in 10 said they served it once a week.

Compared with other citrus products, a relatively small proportion -- 18 percent -- of homemakers said they had used frozen grapefruit juice concentrate in the past year. The use of this product is rather more uniform than that of frozen orange juice; higher proportions of Northeastern, urban, upper income, and college-educated homemakers than of others said they had used it in the past year, but the differences were small. As in the case of fresh grapefruit, families with young children were not appreciably different from childless families in the incidence of use of frozen grapefruit juice concentrate; nor was there a difference among homemakers of different age groups (table 12).

About 18 percent of users said they served frozen grapefruit juice more than once a week, and an additional 15 percent said they used it once a week.

Use of frozen lemon juice follows the pattern described for the majority of citrus products studied in all but one respect: The 29 percent who used it in the last year includes higher proportions of better-educated and younger homemakers, upper income families, and families with children, but there was little difference between urban and rural families. Southern homemakers, with 23 percent, reported somewhat lower incidence of use than homemakers in other sections of the country (31 percent and 32 percent) (table 13).

Frozen lemon juice was not being widely used at the season of the survey, half its users indicating that they did not serve it at that time of year. About 9 out of 10 of these seasonal users said that they intended to go on using the product, and indicated relatively frequent use in season (table 21):

- 47 percent said that when they did use frozen lemon juice they served it more than once a week
- 23 percent said they served it once a week
- 21 percent said they served it 1 to 3 times a month
- 9 percent served it less than once a month in season

Attitudes toward Frozen Juices

So far as reasons for use, infrequent use, or nonuse go, the three frozen juices present a similar pattern. For these, as for the canned juices and frozen ades, the overriding reason homemakers who used them once a month or more gave was convenience: "It's easy to prepare," "it saves time," "it's good to keep on hand" were the types of answers given by 8 out of 10 frequent users of frozen orange juice, 5 out of 10 of grapefruit juice, and almost 6 in 10 of lemon juice (table 23).

From 3 to 4 in 10 said they used these products because they liked the taste, with frozen orange juice most often labeled "almost as good as fresh," "tastes just like the fresh"; and from 2 to 3 in 10 gave the

third-ranking reason -- "it's good for you," "it has vitamins." Tying for third place in the case of grapefruit juice was the statement of 30 percent that they used it once a month or more "for variety." Each product was considered relatively inexpensive by about 1 in 10 of its more frequent users. Lemon juice was cited for versatility and for stimulating, invigorating effect somewhat more than the other two juices.

For all three of these frozen juices, disinclination to use the product or to use it often appears to be based largely on the feeling that the fresh fruit is better, on food habits (infrequent users of grapefruit juice being most likely to say they use it only for variety) and, again particularly in the case of grapefruit juice, dislike of the taste. As was true with fresh fruits, cost was more often cited as a deterrent to the use of frozen orange juice than of the other two frozen juices (tables 27, 31).

Frozen Ades

Of the 3 frozen concentrates for ades studied, lemon was the most widely used, and orange was slightly ahead of lime: 40 percent of the homemakers said they had used frozen lemonade in the past year, 22 percent orangeade, 17 percent limeade. All three of them followed the pattern of use described for citrus products generally, highest proportions of users coming from urban and upper income families, those with children, and those with better educated and younger homemakers. Fewer Southern than other homemakers reported having used these ades in the past year (tables 18, 19, 20).

The three ade concentrates were the most seasonal of all the citrus products studied; only from 2 to 3 in 10 of the users said they were serving them during the spring. However, practically all of the current nonusers said they planned to continue using the products, and most of these said that in season they used the products frequently. Among the seasonal users who were planning to continue (table 21):

58 percent said that in season they used frozen lemonade
more than once a week and an additional
23 percent said they served it about once a week

49 percent said they used frozen orangeade more than
once a week and an additional
29 percent said they served it about once a week

40 percent served frozen limeade more than once a week, and
29 percent about once a week

Attitudes toward Frozen Ades

As is generally true with the processed citrus products, convenience is the top-ranking reason given for using the frozen ades at least once a month; and as is generally true with all the citrus products, taste and health reasons are mentioned by important proportions. Among the 3 ades, lemon appears to be the standard -- not only is it the most widely and most frequently used, but it is also most likely to be favored by the more frequent users for its "stimulating," "refreshing," or "invigorating" effect, least likely to be used "for variety," "as a change." "We get it for the children" is a relatively frequent comment for the ades, particularly orange (table 25).

By far the leading reason given for infrequent use of the three ades relate to food habits: In each case in the neighborhood of half the infrequent users gave such reasons as, "We only use it when we want a change," "We use this mainly when the weather is warm," "We seldom have need of it." Somewhat along the same lines are answers such as, "We prefer to use the fresh product," and, "We only use this when we want to save time." Reasons given by from 1 to 2 in 10 among the small groups of infrequent users include dislike of taste, health considerations, cost, and (for limeade) lack of availability (table 29).

No single answer predominates among the reasons given by nonusers of the three frozen ades. From 2 to 3 out of 10 gave answers such as, "I just never think of it," "We don't care for the taste," or "We prefer to use the fresh." Approximately 1 in 10 suggested preference for some other processed product, cost reasons, unavailability, lack of awareness of the product, or health considerations (table 33).

Ready-to-Serve Orange Juice

About 3 homemakers in 10 said that they had used ready-to-serve orange juice in the past year. This newcomer to the processed citrus fruit family fits into the general pattern of citrus use -- lowest incidence being reported by rural and lower income families, families without children in the home, and families with older and less well educated homemakers. Use of this product was somewhat less widespread in the West (23 percent) and North Central States (27 percent) than in the Northeast and South (35 percent) (table 17).

Attitudes toward Ready-to-Serve Orange Juice

Ready-to-serve orange juice -- which in some cases is made entirely of unprocessed juice and in others includes at least some reconstituted frozen juice -- differs markedly in two respects from the other packaged citrus products studied:

It is the only one of which about as many once-a-month-or-more users said they used it because of its flavor (49 percent) as said they used it for its convenience (52 percent); and

It is the most often called "too expensive" by homemakers who were serving it less than once a month at the time of the study (37 percent, compared with 20 percent for frozen orange juice, the next highest processed product) (tables 23, 27).

This latter figure is the more important in view of the fact that a high proportion -- about 1 in 3 -- of the homemakers who had used ready-to-serve orange juice in the past year were serving it infrequently at the time of the survey.

The second-ranking reason for infrequent use was dislike of the taste or flavor, a fourth of the infrequent users indicating that they found the flavor "artificial," or "too weak."

No single answer was outstanding among the reasons for nonuse; about a fifth of the nonusers gave each of three top-ranking reasons -- "never think of it" (perhaps indicating unawareness of the product), cost, and taste (table 31).

It appears from the above that ready-to-serve orange juice sells itself best on its flavor, as compared with the convenience feature of other prepared products, but that to a good many homemakers either its flavor does not compensate for the higher price, or the flavor is actually less appealing than it is to others. Flavor loss due to poor handling in storage or transportation may be an important factor in these homemakers' reactions.

Canned Juices

Canned orange and grapefruit juices are among the most widely used of the processed products. About 5 homemakers in 10 said they had used canned orange juice, about 4 in 10 had used canned grapefruit juice, and about 3 in 10 had used canned or bottled lemon juice, in the year preceding the study (tables 14, 15, 16).

These 3 canned citrus products vary somewhat in the pattern of use both from other citrus products and from one another. Canned orange juice, for example, is used by fewer upper than lower income families, with 56 percent of lower income homemakers saying they used it last year compared with 39 percent of upper income homemakers. Use of grapefruit juice in cans is reported by only slightly more lower income (45 percent) than upper income (40 percent) homemakers; and canned or bottled lemon juice reverts to the more general citrus pattern and is reported by more upper than lower income homemakers.

Canned orange juice departs from the general picture not only by reversing the income pattern but also by the higher incidence of use reported in rural than urban homes, and by grammar school than college-educated homemakers. It fits the general citrus pattern, however, in being used by lower proportions of childless homes than of homes with children, and by slightly lower proportions of older than younger homemakers. Sectionally, the lowest incidence of use was reported by Northeastern homemakers (42 percent compared with from 48 percent to 55 percent in other regions) (table 14).

Like fresh grapefruit and frozen concentrated grapefruit juice, but unlike other citrus products, canned grapefruit juice was not associated more with homes with young children than with childless homes. In addition, this is the only citrus product studied where substantially more older (46 percent) than younger (36 percent) homemakers reported having used it in the previous year (table 15).

The incidence of use of canned or bottled lemon juice was fairly uniform among older and younger homemakers and among households with or without children. Otherwise, it follows the pattern of most citrus fruits -- more widespread use by urban and upper income families and better educated homemakers. About 3 in 10 homemakers in the Northern sections of the country reported use, compared with about 2 in 10 in the South and West (table 16).

Attitudes toward Canned Juices

With these three canned juices as with other processed products studied, ease of preparation or storage is the top-ranking reasons given by once-a-month-or-more users. For canned orange juice, convenience is overwhelmingly in the lead -- almost 3 homemakers cited convenience for every 1 who cited taste or flavor as a reason for use, compared with a 1½-to-1 ratio for the other two canned juices (table 24).

As with fresh fruits, flavor reasons rank higher than health reasons for canned or bottled lemon juice; with canned orange or grapefruit juice, the balance is the other way. Again, the orange product is more often than the others said to be used "for children," canned or bottled lemon juice for its versatility.

Infrequent use or nonuse of canned orange and grapefruit juice, far more than any other reason, is ascribed to dislike of the taste or flavor. Reflecting the fact that the flavor of orange is less successfully transferred to the canned juice than is the case with other citrus fruits, criticism of the taste of canned orange juice tends to be in terms of artificiality or tinniness, that of grapefruit juice more often in the same terms as criticism of the fresh fruit -- too bitter, too sour, too tart (tables 28, 32).

With canned or bottled lemon juice, infrequent use is most often assigned to food habits or disinterest in the product, and secondarily to dislike of the taste. Nonuse is most often related to belief that the fresh product is better in some way, or to dislike of the taste.

A V O C A D O S

The use of avocados in the United States is neither widespread nor frequent:

--Only 2 in 8 homemakers said they had used avocados in the past year, while 1 in 8 said she had never heard of them and 5 in 8 said they had not used them in the year (table 51).

--About half the users said that they had served avocados less than once a month during the year.

Avocados are most widely used in the West, where 60 percent of homemakers said they had used them in the past year. The North Central States, with 12 percent, reported the lowest incidence of use and also the least frequent ususage -- 3 out of 4 of the users said they served avocados less than once a month.

Except for the sectional differences, the types of families using avocados are almost identical with those using limes. Presence or absence of children in the household and age of homemaker appear to have little relation to use of this fruit; but the proportion reporting use is sharply higher among families in cities and with higher incomes, and especially high among college-educated homemakers.

Seasonal Use of Avocados

The majority -- 6 in 10 -- of avocado users said that they used them year-round, but a substantial minority said they used avocados

only at certain seasons. Seasonal users mentioned summer about twice as often as they did any one of the other seasons (table 58).

Among the 25 percent of homemakers who used avocados in the past year:

39 percent said they used them only at certain seasons --
16 percent in the summer
7 percent in the winter
7 percent in the spring
6 percent in the fall
1 percent at holidays
10 percent did not say which seasons
59 percent said they used avocados all year round
2 percent did not say whether seasonally or year round

Although avocado users from the various sections of the country were essentially alike in the seasonal pattern of use, they differed markedly in their reports of the availability of the fruit: Half the seasonal users in the West said that avocados were available the year round, compared with a third in the South and about a fourth in the Northern States.

Cost appears to be the major factor behind seasonal restrictions on the use of avocados, with availability second: About half the seasonal users said they didn't use avocados year round because they were too expensive, and about a fourth said they weren't available all year. A few gave other reasons, but generally speaking these two factors account for the major part of seasonal use.

When seasonal users -- 39 percent of all who had used avocados in the past year -- were asked, "Why don't you use them all year round?"

48 percent said that avocados cost too much
23 percent said they were not always available
9 percent said they sometimes were not good quality
9 percent said they simply didn't like them enough
6 percent said they used more salads in the summer
3 percent didn't buy them when preferred fruits were available
2 percent considered avocados a winter food
1 percent served them only to guests who liked them

Attitudes toward Avocados

The leading reason homemakers gave for using avocados was that they like the taste. Six out of 10 users said they liked the taste, and they found many ways to describe the flavor of this fruit -- "different," "distinctive," "mellow," "rich," "nutlike," "buttery." Health reasons, mentioned by 3 in 10, play an important part, as they do with most of

the products studied. Other factors include avocados' contribution to salads, that they add variety to menu, their eye appeal, their soft or creamy texture (table 53).

In addition to cost and availability factors, already indicated as major deterrents to year-round use, the market for avocados appears to suffer from lack of familiarity, from belief that they are fattening, and from dislike of the taste.

Asked, "Is there anything you don't like about using avocados?" about half the users said there was nothing they disliked; among the others, leading complaints were of cost or caloric content. The less frequent the use of avocados in the home, the more likely were homemakers to make criticisms (table 54).

The leading answers to the question included:

27 percent of homemakers who used avocados once a week
or oftener named something they disliked --
11 percent said avocados were expensive
8 percent said they were fattening
6 percent said they were hard to store, spoil easily
3 percent said they didn't like the taste

40 percent of homemakers who used avocados 1 to 3 times
a month named something they disliked --
17 percent said they were expensive
14 percent said they were fattening
5 percent said "we just don't like them very much"
5 percent said they were hard to store

59 percent of homemakers who used avocados less than
once a month named something they disliked --
22 percent said they were expensive
17 percent said they were fattening
10 percent said they didn't like the taste
9 percent said "we just don't like them very much"
7 percent said it was hard to judge ripeness or
find a ripe one

Lack of familiarity with avocados is not confined to the 13 percent who said they had never heard of them: In addition, about 4 out of 10 homemakers who had not used them in the past year (almost 3 out of 10 of all homemakers) said they had never tried avocados, didn't know how to prepare them, etc. Other reasons for nonuse include dislike of the taste (24 percent) or of avocados generally (20 percent), belief that they are too expensive (13 percent), lack of availability (9 percent), caloric content (4 percent) (table 59).

Compared with nonusers in other sections of the country, Western homemakers spoke less of unfamiliarity and not at all of lack of availability. On the other hand, higher proportions of Western than of other nonusers said they disliked the taste, that avocados were too costly, and that they were fattening.

Ways of Using Avocados

Salads are an almost universal use for avocados -- 9 out of 10 homemakers who used avocados in the past year said one way was in salads. Other more popular uses included "whole, fresh, as they are," dips or sandwich spreads, halves, slices or sections. A few homemakers indicated that they stuffed avocados or served them along with other foods (table 52).

"In what ways do you use or serve avocados? Any other ways?"

- 88 percent of users said they served avocados in salads
- 19 percent said they served them whole, fresh, as they are
- 13 percent said in halves
- 13 percent said as appetizer, dip, or spread for crackers
- 12 percent said they made sandwiches
- 11 percent said they cut them up or sliced them
- 9 percent said they mashed them but did not indicate the use
- 4 percent said they stuffed them
- 4 percent said they served them with onions, with eggs, or other foods

Marketing Factors

Homemakers go by a variety of criteria in choosing avocados -- color, firmness or softness, "ripeness," size, lack of blemishes, the skin, etc.

Leading answers avocado users gave to the question, "What do you look for when you are buying avocados?" (table 55):

- 31 percent said they looked for color --
 - 16 percent for green avocados, "good green color"
 - 6 percent for brown, brownish, or somewhat black fruit
 - 4 percent did not describe the color they look for
 - 4 percent said they wanted their fruit not black or dark
 - 1 percent said "not too green"
- 26 percent said they looked for firmness
- 25 percent said they sought ripeness (unspecified)
- 22 percent said they looked for fairly soft or not too hard fruit
- 22 percent looked for size
 - 9 percent large avocados
 - 6 percent medium size
 - 1 percent small
 - 6 percent "the right size"
- 14 percent looked for fruit without bruises or blemishes
- 12 percent judged by skin --
 - 7 percent looked for smooth skin
 - 4 percent for thin skin
 - 1 percent cited other skin qualities -- shiny or rough
- 10 percent looked for avocados "soft, but not too soft," "soft but not mushy"

Firm versus Soft Avocados

Directly questioned, homemakers indicated a slight margin of preference for "fairly soft" over "firm" avocados; practically none said they want to buy avocados "very soft."

"Do you prefer to buy your avocados firm, fairly soft, or very soft?" (table 56):

- 53 percent said they preferred to buy fairly soft avocados
- 41 percent said they preferred firm ones
- 2 percent preferred very soft avocados
- 4 percent could not say

Availability of Preferred Types

Most -- about 3 out of 4 -- avocado users said that they can usually find the kind they want in the stores. However, a substantial minority, particularly among those who look for the more popular "fairly soft" avocados, reported difficulty in locating the desired type.

In answer to the question, "When you are buying avocados, can you usually find the kind you want?" (table 57):

72 percent of all avocado users said they usually can find what they look for
23 percent said they cannot
5 percent could not say

Among those who looked for firm avocados:

85 percent said they are usually successful in finding what they want
13 percent said they are not usually successful
2 percent could not say

However, among seekers of fairly soft avocados:

67 percent said they are usually successful
30 percent said they are not
3 percent could not say

R A I S I N S

Raisins are no rarity in American homes: More than 8 out of 10 homemakers said they had used raisins in the past year, and 7 out of 10 of these said that they served them at least once a month (table 60).

Among the 83 percent of all homemakers who had used raisins in the year preceding the survey:

18 percent said they served raisins more than once a week
19 percent served them about once a week
34 percent served them 1 to 3 times a month
29 percent served them less than once a month

Although Western homemakers were about average for the United States in the proportions who said they had used raisins, they were above average in frequency of use: 80 percent said they used them once a month or more.

The major differences in use of raisins, however, appear to be between households with children and those without. Raisins are widely used by all types of families, but higher proportions of homemakers with children said that they used raisins in the past year, and they also indicated that they used them more frequently:

Use of raisins in the past year was reported by 76 percent of homemakers without children at home but from 87 to 91 percent of those with children;

Once-a-month-or-more service was reported by 64 percent of users without children, from 76 to 79 percent of those with children.

Another indication of the relationship of children to the use of raisins is that, when raisin users were asked, "Which members of the family particularly like raisins?" those homemakers with children under 12 in the family singled out children more often than they did adults. This is not to say, of course, that raisins are brought into the home exclusively for children; for in all types of households, regardless of whether or not there were children, the overwhelming majority of homemakers who used raisins said, "Everybody likes them" (table 64).

Seasonal Use of Raisins

To most users, raisins are a year-round food item. Only 9 percent said that they use raisins only at certain seasons, most of these indicating winter and holiday use. Southern homemakers were most likely to say they used raisins only seasonally -- 16 percent, as compared with 7 percent of Northern and 3 percent of Western homemakers who had used raisins in the past year (table 65).

Beliefs that raisins do not keep well in warm weather or are of poorer quality then, along with habit patterns, appear to be the major factors inhibiting year-round use. For raisins lack of availability plays little or no part; practically all of the seasonal users -- even in the South -- said that they understood raisins were available year round in the stores where they shopped.

Here are the answers the few seasonal users of raisins gave to the question, "Why don't you use them all year round?"

- 18 percent said raisins spoil quickly in summer
- 15 percent said they didn't prepare foods with raisins all year
- 15 percent said they used raisins only for holiday cookies, cakes
- 9 percent said preferred foods were available in summer
- 8 percent said raisins were not good quality in warm weather
- 7 percent considered raisins a winter food
- 7 percent said they didn't like raisins too well
- 7 percent said they weren't used to using raisins all year
- 2 percent said the children didn't care for them
- 1 percent said they tired of raisins
- 10 percent gave a scattering of other reasons
- 4 percent could not say why they used raisins only seasonally

Attitudes toward Raisins

The iron content of raisins has made a favorable impression on many housewives -- 4 out of 10 raisin users said one reason was that raisins are high in iron. In all, over 6 out of 10 said they like to use raisins because they are healthful; aside from iron content, these homemakers cited such qualities as that raisins are good for the blood, contain vitamins or minerals, are a natural laxative and a source of energy (table 62).

Taste or flavor was a close runner up to healthfulness as a reason for using raisins, homemakers indicating that they like the flavor raisins add to other foods, that raisins are sweet, have a good or pleasant taste, or are "sweet but not too sweet."

Comments about raisins made by smaller proportions included such statements as that raisins are a good candy substitute, no trouble to prepare, mix well with other food, are versatile, good for snacks, and well liked by children.

Most users had no faults to find with raisins. Only 1 in 10 indicated that there was anything they did not like about using raisins, and their dislikes were quite scattered. In answer to the question: Is there anything you don't like about using raisins?" 84 percent of homemakers who had used raisins in the past year said there was nothing they disliked and 6 percent could not say if there was anything they disliked. The only criticisms made by as many as 2 percent of the users related to taste or to belief that raisins were unhealthful (table 63).

Many of the nonusers' criticisms of raisins were somewhat nonspecific: They "just don't like raisins," "don't do much cooking or baking," "have no special need for them." About 1 in 7 made such specific criticisms as that they didn't like the taste or thought raisins unhealthful; and very small proportions -- 1 or 2 percent -- said they had had dried out, sugary, or wormy raisins (table 70).

Ways of Using Raisins

Raisins are an extremely versatile food item, and few homemakers appear to restrict themselves to one way of using them. About 9 out of 10 said they used raisins in cooking or baking, citing such uses as puddings, cookies, cakes, pies, bread, etc.; and about 7 out of 10 said they served them uncooked, largest single use being "plain," "out of the box," "just give a few or a small box to the children."

The major uses mentioned by homemakers in answer to the questions, "In what ways do you use or serve raisins? Any other ways?" included (table 61):

88 percent cited cooking or baking --
34 percent puddings
34 percent cookies
31 percent cakes or cake filling
28 percent pies or mincemeat
12 percent for cooking or baking, not specifying the food
6 percent bread
71 percent mentioned uncooked ways --
57 percent plain, out the box
22 percent in salads
12 percent on or in cereals

Marketing Factors

Although in no case a major issue, the problem of raisin spoilage was raised by some homemakers at various points in the questionnaire -- as one of the few criticisms users made of the product, as a reason for not having used raisins in the past year, as a reason for seasonal rather than year-round use. Because this problem, which appears to be related to improper or overlong storage, either on merchants' shelves or in the home, has long concerned raisin producers, the survey inquired briefly into consumers' experience with recent purchases, and the length of time homemakers keep raisins on hand.

Spoilage

Among all raisin users, 9 percent said that during the past year they had bought raisins that had "something wrong with them." Practically all, however, said that this was not a frequent occurrence -- that the raisins they bought were usually satisfactory (table 66).

"They were wormy," "had bugs in them" were the types of remarks made by just over half of these disappointed customers, and about a third said the raisins were dried out, shriveled, or hard. A few indicated they had had old or stale raisins.

Raisins on Hand

Three out of 5 homemakers who had used raisins in the previous year said they had some on hand at the time of the interview. With many reporting having bought for both purposes (table 67):

- 51 percent of the raisin users said that they had on hand raisins bought for cooking or baking
- 35 percent of raisin users said that they had on hand raisins bought for eating

Few homemakers indicated that they had had raisins on their shelves for very long periods -- only 6 or 8 percent said they had raisins bought over 3 months ago. "Eating" raisins apparently disappear from the larder faster than those bought for cooking or baking.

On the average (median), raisins planned for eating had been bought within the past 2 weeks and only 20 percent of homemakers with such raisins reported them to be a month or more old.

The median time cooking or baking raisins had been in the home was about 3 weeks, and 31 percent of homemakers reported such raisins a month or more old (tables 68, 69).

An interesting sidelight on this investigation into the length of time homemakers store raisins is that, compared with families without children in the home, those with children (particularly young children) were less likely to have raisins left on hand at the time of the interview, had a higher proportion of those on hand bought for eating, and had fresher stocks of raisins.

D A T E S

Although a majority -- 60 percent -- of the homemakers said they had used dates in the past year, few indicated frequent use. As a matter of fact, 2 out of 3 of the users said they had served them less than once a month in the past year.

Among the homemakers who had used dates:

- 9 percent said they had served them once a week or more
- 25 percent said they had served them 1 to 3 times a month
- 66 percent said they had served them less than once a month

Use of dates was reported by sharply smaller proportions (table 71):

- Of Southern homemakers than those in other sections of the country
- Of homemakers with lower income and less education than those of higher income and better education
- Of homemakers under 35 than of older homemakers

Seasonal Use of Dates

A large proportion of users serve dates only at holiday and winter seasons; only a little more than half said they serve dates all year round (table 77):

- 55 percent said they served dates all year round
- 45 percent said they served them only at certain seasons --
 - 31 percent at holiday
 - 14 percent in the winter
 - 3 percent in the fall
 - 1 percent in spring or summer

The South, where the lowest proportion reported having used dates at all in the past year, also had the lowest proportion reporting year-round use -- about 4 out of 10, compared with about 6 out of 10 date users in other sections of the country.

Among seasonal users, about 2 out of 3 said they understood dates were available year-round where they shopped; the remainder either didn't know or thought them unavailable.

Many homemakers indicated that their seasonal use of dates is largely a matter of habit -- "We just use them at holiday times," "I use them for baking and we don't do much of that in the summer," "We just never got into the habit of using them all year round," "They're a winter food." Others said that they or their families didn't care particularly for dates or that they thought dates cheaper or better or more readily available in season (table 78).

Attitudes toward Dates

Homemakers who used dates in the past year mentioned taste particularly as a reason for liking to use this fruit. Health values were widely mentioned, though not so widely as was the case with some other products studied, and the use of dates in cooking and baking is reflected in the qualities housewives indicated that dates add to other foods.

Asked, "Would you tell me what you like about using dates?" date users gave the following answers, among others (table 73):

- 64 percent spoke of taste or flavor --
 - 29 percent spoke of sweet taste, natural sweetness
 - 18 percent simply said they liked the flavor
 - 17 percent said dates add flavor to other foods
 - 6 percent spoke of a distinctive flavor
- 23 percent gave health reasons --
 - 8 percent said dates are nutritious, have food value
 - 6 percent spoke of vitamins, minerals, calcium, iron
 - 3 percent considered dates a laxative
 - 2 percent said dates are an energy food
 - 2 percent thought dates not too rich
 - 2 percent said they are not fattening
- 16 percent said dates are a good candy substitute
- 12 percent considered them a special holiday or company treat
- 12 percent said dates keep other foods moist and fresh
- 10 percent said they add richness to other foods
- 10 percent said they add variety to the menu
- 9 percent said dates are easy to serve or prepare
- 7 percent said they used dates in certain recipes
- 7 percent said they or their families like dates

Only about 1 date user in 4 could think of anything she disliked about them. Leading criticisms were dislike of "sticky" dates (9 percent) or of too sweet or too rich taste (7 percent) (table 74).

Lack of familiarity with dates and dislike of dates generally or their taste were the major reasons given for not having used dates in the past year (table 82).

Reasons of nonusers included:

- 37 percent indicated lack of familiarity --
 - 18 percent said they had never tried or used dates
 - 14 percent said they had no use for them in their recipes
 - 4 percent hadn't developed a taste for dates
 - 3 percent said they didn't know what dates are
- 34 percent simply said they didn't care for them
- 30 percent gave taste reasons --
 - 19 percent said dates were too sweet
 - 11 percent said they didn't like the taste
 - 4 percent said they were too rich
- 12 percent said dates were expensive
- 7 percent said dates were too sticky, gummy, or messy
- 6 percent thought dates unhealthful

Ways of Using Dates

Although dates are used by fewer families and less frequently than raisins, the ways in which the two fruits are used are quite similar: Homemakers indicated that they use dates in a variety of ways, and most use them both in cooking and baking and in uncooked ways, particularly to eat "out of hand."

Leading answers date users give to the question, "In what ways do you use or serve dates? Any other ways?" included (table 72):

- 74 percent said they used them in cooking or baking --
 - 32 percent in cookies or date bars
 - 25 percent in cakes or tarts
 - 15 percent in bread
 - 11 percent in candy (not always cooked)
 - 11 percent in puddings
 - 10 percent did not say what type of cooking or baking
 - 7 percent specified fruit cake
- 71 percent indicated uncooked uses --
 - 56 percent plain, out of the box
 - 20 percent stuffed with nuts, cream cheese, etc.
 - 14 percent in salads

Marketing Factors

Date users named a wide variety of qualities they said they had in mind when shopping for dates, although no single factor was mentioned by more than 1 out of 5. In this proportion were such qualities as freshness and moistness, as well as packaging factors and brand or place of origin. About 1 date user in 10 said she looked for pitted dates, for soft dates, for good size, for plumpness, or for color (table 75).

Color of Dates

Although many homemakers have no preference about the color of dates, dark dates outrank light by 2 to 1 among those who do take a stand.

Asked, "Do you prefer light dates, or dark dates?" (table 76):

- 44 percent of date users said they had no preference
- 36 percent said they preferred dark dates
- 20 percent said they preferred light dates

Pitting

On the subject of pitted versus unpitted dates, however, there is no such lack of decision -- the great majority said they preferred pitted dates (table 76).

"Do you prefer dates with pits left in, or dates with pits removed?"

70 percent said they preferred pitted dates
20 percent said they preferred pits left in
10 percent took no stand

The most frequent users -- those who served dates once a week or more often -- gave a slightly higher vote to unpitted dates, but even here the pitted product was preferred by 61 percent, unpitted by 26 percent.

On this point, preference translates into action, according to homemakers' descriptions of the last dates bought.

"Did the dates you last bought have pits left in, or were the pits removed?" (table 81):

67 percent of date users said the pits were removed
30 percent said pits were not removed
3 percent could not remember

Western date users, however, practically reversed the pattern described in other sections of the country. Among these homemakers, 62 percent said they had last bought unpitted dates, while 35 percent said they had bought pitted dates.

Imports

Whether dates are domestic or imported apparently is not a very important consideration with American homemakers. Although it is estimated that about half of the date supply in the United States is imported, only a minority of the date users were aware of the existence of such dates, and few said that dates last purchased for their own household were imported.

About 1 in 4 of the homemakers who had used dates in the past year were aware of the true situation -- that both domestic and imported dates are sold in the United States. Almost 4 in 10 could not even hazard a guess on whether dates sold in the United States were domestic, imported, or both; and more were aware of domestic dates (53 percent) than of imported (35 percent).

"As far as you know, are the dates sold in the United States grown in this country, in foreign countries, or both?"
(table 80):

28 percent of date users said in this country
10 percent said in foreign countries
25 percent said both
37 percent said they did not know

The 25 percent who said both domestic and imported dates are sold here divided about evenly in estimating where the majority of them were grown.

"Well, where are most of them grown -- in this country, or in foreign countries?"

10 percent said most dates sold here are grown in this country
8 percent said most of them are grown in foreign countries
7 percent said they did not know

Better educated homemakers were somewhat more informed than less well educated, but even among college-trained date users only a minority -- 32 percent -- were aware that both foreign and domestic dates are sold in American markets.

Half the date users could not remember whether the dates bought last were domestic or imported, and most of the remainder said they were grown in the United States.

"Were the dates you bought last grown in the United States, or elsewhere?" (table 81):

54 percent of date users said they did not remember
35 percent said the dates were grown in the United States
11 percent said they were grown elsewhere

As might be expected, Western date users were far more likely than others to be aware of and to have bought domestic dates (tables 80, 81).

Package Size and Price

Lack of knowledge of facts about dates is not confined to place of origin. Possibly because of the sporadic nature of date use, many homemakers showed little awareness of package size and price.

"Do you happen to recall the price you paid for the last package of dates you bought? Do you remember what size package it was; what did it weigh?"

58 percent of the date users said that they could not remember the price of the last package

33 percent said they could not remember the size

This finding does not, of course, mean that at the time of purchase the homemaker did not consider the size of package she was buying, or its cost, at least in general or relative terms. The more likely interpretation is that it is not a frequent or recent enough purchase for the homemaker to remember in detail.

Spoilage

A very small proportion -- 5 percent -- of date users said, in answer to a direct question, that in the past year they had bought dates that had something wrong with them. Virtually all of these said that this was an unusual occurrence (table 79).

Among this small group who had been disappointed with a date purchase, the majority complained of dried-out or stale dates while a few described indications of spoilage.

A P P E N D I X

Design of the Sample

The sample for this study was a self-weighting probability selection drawn to represent all private households in the continental United States -- approximately 49,500,000 at the time of the survey. ^{2/} In households so selected, interviews were made with the person identified as having primary responsibility for purchasing and preparing food. In other words, the actual sample of interviews eliminates noncooking households.

In order to provide unbiased estimates with calculable sampling errors, selections were made with known probabilities. Selection at every stage of sampling was made from a complete list (or frame) with all units specifically identified and the exact number of units known.

Stages of selection were:

1. Selection of primary localities

All of the 3,077 counties in the United States were first divided into metropolitan and nonmetropolitan areas according to the 1950 Census classification.

Each metropolitan area was defined as a primary sampling unit, including all counties lying within the area. These sampling units were divided into 8 geographic regions, then stratified by size, per capita income, percent of population change between 1940 and 1950, and -- in the South -- by percent of nonwhite population. Each of the 14 largest areas constituted a single stratum and was automatically included. From each of the remaining strata, one metropolitan area was selected with probability proportionate to its 1950 population.

The nonmetropolitan counties also were divided into 8 geographic regions and further stratified according to percent change in population, percent urban population, and the rural level-of-living index developed by the Department of Agriculture. One county was selected from each stratum with probability proportionate to 1950 population.

2. Sampling within primary sampling units

Each of the 100 primary sampling units selected in the above fashion was divided into three groups: Central city or cities, smaller towns and villages, and congested suburban and open country areas; each of these was sampled separately.

^{2/} Bureau of the Census, Current Population Reports, Series P-20, No. 76, July 1957.

In central cities, clusters were defined consisting of combinations of city blocks or in some cases Census enumeration districts. One such cluster was selected from each geographic stratum within the area.

Smaller towns and villages were first arranged by size and in some cases also by geographic area. One such town or village was selected from each stratum and further subdivided according to Census enumeration districts, which were selected as final clusters to be visited by interviewers.

In congested suburban areas and in open country areas, Census enumeration districts were stratified geographically and one district was selected from each stratum with probability proportionate to 1950 population.

3. Sampling within selected clusters

The clusters consisted of city blocks, combinations of blocks, and enumeration districts for which the Census Bureau has provided data on the total number of dwelling units in 1950. Most of these clusters had between 150 and 250 dwelling units.

All the clusters were completely prelisted before the selection of households for interview. By applying random numbers to these lists, it was possible to achieve a known probability selection of dwellings.

In order to allow for the inclusion of households which might have been omitted in the prelisting or had grown up since the prelisting, the "half-open interval technique" was applied--that is, the interviewers were required to call on the sample households specified by address and also on any household not shown on the list found between two specified addresses.

In all, 2,572 homemakers were interviewed. This sample represented a completion rate of 89 percent of the eligible households among those assigned. This rate varied from about 84 percent in the large urbanized areas to 94 percent in rural areas, and from 86 percent in the Northeast to 90 percent and 91 percent in the other regions of the country.

Note on Sampling Error

Sampling variations have been calculated for selected characteristics from the study by a procedure which takes into account the variations arising from all stages of the sampling. 3/ The errors calculated

3/ The procedure used depends on estimating the variance of the whole sample from the variances between subsamples.

from the sample results by this method also include the contribution to total error arising from interviewer variability, but do not include any systematic bias which might arise from nonsampling sources.

Each reported figure will have different tolerance limits. These limits will depend on the distribution of the characteristic under study among the various localities in the country, among different neighborhoods within the same locality, and among separate households within the same neighborhood (or cluster).

The table below shows the calculated errors for the percentages of all households in the sample that used the various products or classes of products studied:

TABLE OF SAMPLING ERRORS
(Within ".95" Confidence Limits)

Characteristic	Percent of sample having characteristic	Sampling error in percentage points
Households that in the past year used:		
Some fresh citrus product	98	1.0
Fresh oranges	94	1.2
Fresh lemons	89	2.4
Raisins	83	1.8
Fresh grapefruit	81	2.4
Some frozen citrus juice	68	2.6
Some canned citrus juice	67	2.4
Frozen orange juice	64	2.4
Dates	60	3.0
Canned orange juice	49	2.2
Some frozen ade	44	2.4
Canned grapefruit juice	42	2.0
Frozen lemonade	40	2.6
Ready-to-serve orange juice	31	3.0
Frozen lemon juice	29	2.4
Canned or bottled lemon juice	27	2.2
Avocados	25	3.0
Fresh limes	24	2.6
Frozen orangeade	22	1.8
Frozen grapefruit juice	18	1.8
Frozen limeade	17	1.6

From this table the precision of the estimates may be stated. This would take the form of a statement such as, "It is estimated from the sample that the proportion of all homemakers who served canned orange juice in the past year is 49 percent. The odds are approximately 19 out of 20 that the sample estimate is within 2.2 percentage points of the "true" figure; that is, the result that would have been obtained from a complete census using the same survey materials under the same conditions.

Sampling error for percentage characteristics for subgroups will be higher than those shown in the table. There is no method by which sampling errors for subgroups can be inferred exactly from the errors for the same characteristic for the entire sample. However, a rough approximation of the ratio of the two errors can be obtained by dividing the total sample of 2,572 by the base used for the particular subgroup, and then taking the square root of the result.

For example, the base for the Northeast region is 660, and the total sample is almost four times that. Taking the square root of 4, we would estimate that the sampling error for the Northeast would be twice that given for the national estimate of the same characteristic.

Tables

The following detailed tables show the percentage distributions of answers given to the questions asked for this study. Except in a few instances where similar questions have been grouped for ready comparison, the tables are arranged in questionnaire order.

The size-of-community groupings are as follows:

Large urban areas include those urbanized areas as defined in the 1950 Census having a million or more population and consisting of large cities and their adjacent densely populated fringes

Other urban includes the remainder of the urban population

Rural consists of towns of less than 2,500 population together with the open country farm and rural nonfarm population

The income distributions represent total family income before taxes as reported by the homemakers interviewed. Upper includes annual incomes reported as \$5,500 or more, middle those from \$3,500 up to \$5,500, lower those under \$3,500.

Family composition, income, education, age, and other groupings may add to less than the total number of homemakers because of a few unclassified respondents.

Table 5.--"Are you using any kind of fresh fruit or any juices in your home at this time of year?" "What kinds of fresh fruit are you using?" "What kinds of juices are you using this time of year?" "If you and your family could have only one kind of fruit or juice for a month, which one would you choose?"

Fruit or juice	Using at this time of year		Would choose as <u>only</u> fruit or juice
	Fruits	Juices	
	Percent 1/	Percent 1/	Percent
Citrus -----	89	82	74
Orange -----	84	75	64
Grapefruit -----	53	29	9
Lemon -----	26	6	1
Tangerine -----	2	1	--
Citrus blend -----	--	4	2/*
Citrus pineapple blend -----	--	3	*
All other citrus -----	1	1	*
Apple -----	68	5	9
Banana -----	62	--	3
Pear -----	13	--	--
Grape -----	11	15	1
Pineapple -----	3	24	3
Berries -----	2	--	--
Melon -----	2	--	--
Tomato -----	--	31	3
Apricot -----	*	4	1
Prune -----	*	10	1
Vegetable -----	--	5	--
Other -----	3	2	4
Using none or no choice -----	6	11	1
Number of cases -----	2,572	2,572	2,572

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 6.--Homemakers who named certain fruit or juice as their choice if they could have only one for a month: "Would you tell me why you would choose _____? Is there any other reason?"

Reasons for choice	Fruit or juice chosen 1/					
	Oranges	Grape-fruit	Apple	Pine-apple	Tomato	Banana
Health reasons -----	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/	Percent 2/
Vitamins (unspecified) -----	30	78	17	6	16	21
Vitamin C -----	21	-----	12	1	4	9
Other specific vitamins -----	2	3/*	-----	-----	3	1
Good for health -----	11	7	21	15	12	11
Prevent or cure illness -----	11	17	4	13	9	11
As a laxative -----	8	10	15	4	4	5
Prevent or cure colds -----	5	9	*	3	1	--
Not fattening; good for diet -----	4	18	1	--	4	5
Good for bones; teeth -----	4	1	4	--	--	--
Aids digestion -----	3	7	6	2	4	5
Not acid; not gassy -----	3	3	6	13	5	12
Stimulate appetite -----	2	8	1	1	9	--
Minerals -----	2	2	--	2	--	1
Acidity -----	1	3	1	1	--	--
Miscellaneous health reasons -----	3	6	2	2	4	3
Taste reasons -----	45	59	24	73	54	28
Taste; flavor -----	18	11	10	31	26	16
Sweet -----	18	2	5	36	3	9
Sour-sweet; not too sweet -----	4	8	2	3	8	--
Sour; tart; acid -----	2	28	3	2	8	--
Natural; fresh; tree-ripened -----	2	*	*	3	1	--
Sharp; tangy -----	2	10	1	--	4	--
Miscellaneous taste reasons -----	2	2	3	--	5	3
I/we like it -----	42	36	50	51	47	45
For children -----	26	4	18	13	12	34
Stimulating effect reasons -----	15	18	4	13	13	11
Refreshing; thirst-quenching -----	10	9	2	9	9	--
Invigorating; gives pep -----	6	10	2	6	5	11
Convenience reasons -----	14	8	23	8	6	27
Easy to prepare; saves time -----	8	5	8	6	3	18
Handy; keep well -----	5	3	11	2	3	4
Easy to pack in lunch-boxes -----	3	*	8	--	3	5
Relatively inexpensive -----	8	6	12	4	12	11
They are juicy -----	8	3	3	--	--	--
Versatility -----	8	5	41	8	17	38
Always available -----	7	3	10	1	4	3
For breakfast -----	6	15	2	2	9	7
For variety -----	6	5	4	7	9	5
For snacks -----	5	2	8	--	4	9
Habit -----	1	1	1	--	3	--
Filling; satisfies hunger -----	1	1	3	2	--	1
All other reasons -----	3	5	8	5	4	3
Number of cases -----	1,632	242	229	91	78	74

1/ Other fruits or juices chosen by too few homemakers for separate analysis.

2/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

3/ Asterisk indicates less than 1 percent.

Table 7.--Proportion who used fresh oranges in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
United States total -----	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	94	6	2,572	68	11	13	6	2	2,414
<i>Region</i>									
Northeast -----	93	7	660	72	9	11	6	2	616
North Central -----	94	6	743	66	12	14	6	2	699
South -----	94	6	753	64	13	14	6	3	709
West -----	94	6	416	70	9	14	5	2	390
<i>Size of community</i>									
Large urban areas -----	95	5	714	73	10	11	5	1	676
Other urban -----	93	7	988	66	11	14	6	3	922
Rural -----	94	6	870	66	12	14	6	2	816
<i>Family composition</i>									
No children -----	90	10	1,187	64	10	16	8	2	1,063
Children 12 - 17 only -----	98	2	249	71	13	10	5	1	243
Children under 12 only-----	98	2	784	71	11	12	4	2	765
Children both age groups -----	97	3	351	70	12	11	4	3	342
<i>Family income group</i>									
Upper -----	96	4	792	70	11	12	5	2	757
Middle -----	95	5	971	72	10	12	5	1	922
Lower -----	91	9	763	60	12	17	8	3	695
<i>Education of homemaker</i>									
College -----	97	3	423	68	12	13	5	2	410
High school -----	95	5	1,368	71	10	12	5	2	1,299
Grammar school -----	90	10	769	63	10	16	8	3	695
<i>Age of homemaker</i>									
Under 35 years -----	97	3	786	67	12	15	4	2	762
35 - 49 years -----	96	4	859	71	11	10	6	2	827
50 years and over -----	89	11	913	65	10	15	8	2	812

Table 8.--Proportion who used fresh grapefruit in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	81	19	2,572	45	17	25	11	2	2,083
Region									
Northeast -----	83	17	660	53	17	20	9	1	550
North Central -----	84	16	743	44	17	25	12	2	622
South -----	78	22	753	41	18	28	11	2	585
West -----	78	22	416	43	14	25	14	4	326
Size of community									
Large urban areas -----	83	17	714	56	16	18	8	2	594
Other urban -----	82	18	988	43	17	25	12	3	814
Rural -----	78	22	870	39	17	30	13	1	675
Family composition									
No children -----	80	20	1,187	54	14	21	9	2	949
Children 12 - 17 only --	86	14	249	49	18	24	8	1	214
Children under 12 only -	81	19	784	36	18	29	15	2	632
Children both age groups	82	18	351	36	20	31	11	2	287
Family income group									
Upper -----	88	12	792	50	18	21	9	2	699
Middle -----	82	18	971	45	15	27	12	1	800
Lower -----	72	28	763	40	18	26	13	3	549
Education of homemaker									
College -----	92	8	423	47	20	21	9	3	388
High school -----	83	17	1,368	45	16	26	12	1	1,133
Grammar school -----	72	28	769	45	16	26	11	2	554
Age of homemaker									
Under 35 years -----	79	21	786	35	16	31	16	2	621
35 - 49 years -----	85	15	859	47	18	24	9	2	730
50 years and over -----	79	21	913	53	16	20	9	2	723

Table 9.--Proportion who used fresh lemons in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	89	11	2,572	27	16	26	13	18	2,278
Region									
Northeast -----	87	13	660	26	17	25	10	22	572
North Central -----	85	15	743	14	13	30	18	25	635
South -----	91	9	753	38	16	21	10	15	688
West -----	92	8	416	30	20	29	14	7	383
Size of community									
Large urban areas -----	91	9	714	31	19	22	12	16	653
Other urban -----	89	11	988	26	17	25	14	18	878
Rural -----	86	14	870	25	13	30	12	20	747
Family composition									
No children -----	86	14	1,187	31	16	25	14	14	1,015
Children 12 - 17 only -	95	5	249	27	19	24	12	18	237
Children under 12 only-	91	9	784	23	16	27	11	23	710
Children both age groups -----	90	10	351	24	16	26	15	19	315
Family income group									
Upper -----	94	6	792	28	18	26	12	16	741
Middle -----	91	9	971	25	17	26	13	19	881
Lower -----	81	19	763	28	15	24	14	19	620
Education of homemaker									
College -----	94	6	423	36	18	27	10	9	399
High school -----	90	10	1,368	25	16	26	13	20	1,235
Grammar school -----	82	18	769	25	16	26	14	19	633
Age of homemaker									
Under 35 years -----	90	10	786	22	16	26	13	23	706
35 - 49 years -----	92	8	859	28	18	26	11	17	792
50 years and over -----	84	16	913	30	16	25	14	15	770

Table 10.--Proportion who used fresh limes in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	24	76	2,572	4	4	13	20	59	623
Region									
Northeast -----	25	75	660	3	5	10	23	59	168
North Central -----	24	76	743	2	1	10	16	71	181
South -----	25	75	753	7	6	14	16	57	187
West -----	21	79	416	2	2	22	32	42	87
Size of community									
Large urban areas -----	31	69	714	3	2	13	21	61	224
Other urban -----	24	76	988	4	5	12	16	63	237
Rural -----	19	81	870	6	5	14	23	52	162
Family composition									
No children -----	25	75	1,187	4	4	14	24	54	297
Children 12 - 17 only -	26	74	249	2	5	19	14	60	64
Children under 12 only-	23	77	784	5	4	9	15	67	177
Children both age groups -----	24	76	351	4	1	12	21	62	84
Family composition									
No children -----	25	75	1,187	4	4	14	24	54	297
Children 12 - 17 only -	26	74	249	2	5	19	14	60	64
Children both age groups -----	24	76	351	4	1	12	21	62	84
Family income group									
Upper -----	36	64	792	2	4	14	22	58	282
Middle -----	23	77	971	5	3	11	19	62	220
Lower -----	15	85	763	7	3	14	14	62	111
Education of homemaker									
College -----	45	55	423	2	4	13	19	62	189
High school -----	25	75	1,368	5	4	12	20	59	337
Grammar school -----	12	88	769	4	3	14	21	58	95
Age of homemaker									
Under 35 years -----	24	76	786	5	5	9	16	65	188
35 - 49 years -----	28	72	859	3	3	13	18	63	239
50 years and over -----	21	79	913	4	4	16	27	49	196

Table 11.--Proportion who used frozen orange juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	64	36	2,572	48	11	19	13	9	1,652
Region									
Northeast -----	67	33	660	52	11	18	11	8	440
North Central -----	63	37	743	49	12	17	12	10	471
South -----	61	39	753	44	12	22	15	7	461
West -----	67	33	416	46	9	20	12	13	280
Size of community									
Large urban areas -----	70	30	714	52	9	18	12	9	498
Other urban -----	69	31	988	50	12	20	11	7	681
Rural -----	54	46	870	41	12	20	16	11	473
Family composition									
No children -----	57	43	1,187	45	10	18	15	12	676
Children 12 - 17 only -	67	33	249	44	10	22	16	8	167
Children under 12 only-	73	27	784	53	12	18	10	7	572
Children both age groups	67	33	351	47	12	24	9	8	236
Family income group									
Upper -----	75	25	792	57	10	15	10	8	596
Middle -----	68	32	971	47	11	21	13	8	664
Lower -----	48	52	763	35	11	25	18	11	367
Education of homemaker									
College -----	81	19	423	60	12	14	7	7	341
High school -----	70	30	1,368	49	11	19	13	8	955
Grammar school -----	45	55	769	32	11	25	18	14	345
Age of homemaker									
Under 35 years -----	72	28	786	52	12	18	11	7	567
35 - 49 years -----	70	30	859	48	11	20	11	10	602
50 years and over -----	52	48	913	43	10	20	16	11	479

Table 12.--Proportion who used frozen grapefruit juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	18	82	2,572	18	15	29	24	14	473
Region									
Northeast -----	24	76	660	19	15	30	22	14	158
North Central -----	18	82	743	13	12	34	23	18	133
South -----	15	85	753	20	15	29	28	8	111
West -----	17	83	416	20	24	21	22	13	71
Size of community									
Large urban areas -----	23	77	714	19	16	23	25	17	162
Other urban -----	19	81	988	18	16	34	22	10	185
Rural -----	14	86	870	14	14	31	27	14	126
Family composition									
No children -----	18	82	1,187	17	14	28	28	13	209
Children 12 - 17 only --	26	74	249	17	20	31	19	13	64
Children under 12 only -	18	82	784	18	16	32	23	11	142
Children both age groups	17	83	351	21	13	26	19	21	58
Family income group									
Upper -----	21	79	792	15	18	31	22	14	169
Middle -----	19	81	971	19	13	28	27	13	187
Lower -----	14	86	763	21	16	27	21	15	110
Education of homemaker									
College -----	25	75	423	22	14	31	23	10	107
High school -----	18	82	1,368	17	17	29	24	13	252
Grammar school -----	14	86	769	16	13	29	25	17	110
Age of homemaker									
Under 35 years -----	18	82	786	18	16	32	24	10	145
35 - 49 years -----	19	81	859	17	16	31	21	15	167
50 years and over -----	17	83	913	18	14	25	28	15	158

Table 13.--Proportion who used frozen lemon juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	29	71	2,572	6	8	18	20	48	748
Region									
Northeast -----	31	69	660	7	7	16	17	53	204
North Central -----	32	68	743	6	5	15	17	57	241
South -----	23	77	753	6	8	22	26	38	174
West -----	31	69	416	6	15	21	22	36	129
Size of community									
Large urban areas -----	29	71	714	7	10	12	21	50	209
Other urban -----	30	70	988	5	7	18	18	52	295
Rural -----	28	72	870	7	7	22	22	42	244
Family composition									
No children -----	23	77	1,187	8	6	17	21	48	275
Children 12 - 17 only -----	35	65	249	5	13	21	20	41	88
Children under 12 only-----	34	66	784	6	9	19	19	47	265
Children both age groups -----	34	66	351	5	6	16	18	55	119
Family income group									
Upper -----	36	64	792	6	11	16	18	49	285
Middle -----	32	68	971	6	5	19	20	50	309
Lower -----	19	81	763	6	10	20	23	41	145
Education of homemaker									
College -----	39	61	423	8	8	23	20	41	164
High school -----	31	69	1,368	6	9	15	19	51	418
Grammar school -----	21	79	769	6	4	19	23	48	161
Age of homemaker									
Under 35 years -----	33	67	786	7	8	20	18	47	260
35 - 49 years -----	32	68	859	5	9	17	22	47	272
50 years and over -----	23	77	913	6	6	17	21	50	214

Table 14.--Proportion who used canned orange juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	49	51	2,572	29	15	26	22	8	1,270
Region									
Northeast -----	42	58	660	35	18	21	20	6	277
North Central -----	51	49	743	22	13	29	27	9	381
South -----	55	45	753	32	16	24	20	8	412
West -----	48	52	416	27	13	30	20	10	200
Size of community									
Large urban areas -----	39	61	714	24	16	24	26	10	276
Other urban -----	52	48	988	29	14	27	22	8	518
Rural -----	55	45	870	31	16	26	20	7	476
Family composition									
No children -----	45	55	1,187	27	14	27	22	10	534
Children 12 - 17 only --	53	47	249	27	24	23	20	6	131
Children under 12 only -	51	49	784	31	14	25	24	6	400
Children both age groups	58	42	351	31	17	26	20	6	205
Family income group									
Upper -----	39	61	792	26	13	26	25	10	312
Middle -----	52	48	971	28	16	26	22	8	506
Lower -----	56	44	763	31	17	26	19	7	428
Education of homemaker									
College -----	39	61	423	17	17	24	33	9	164
High school -----	48	52	1,368	30	15	25	22	8	653
Grammar school -----	58	42	769	32	15	28	18	7	446
Age of homemaker									
Under 35 years -----	52	48	786	31	17	24	23	5	410
35 - 49 years -----	49	51	859	29	17	26	20	8	425
50 years and over -----	47	53	913	26	12	27	24	11	426

Table 15.--Proportion who used canned grapefruit juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	42	58	2,572	22	16	30	26	6	1,079
Region									
Northeast -----	40	60	660	27	20	26	22	5	265
North Central -----	40	60	743	17	11	34	30	8	299
South -----	43	57	753	23	18	28	28	3	322
West -----	46	54	416	23	17	31	22	7	193
Size of community									
Large urban areas -----	43	57	714	21	17	30	24	8	307
Other urban -----	41	59	988	25	14	29	26	6	407
Rural -----	42	58	870	20	18	30	27	5	365
Family composition									
No children -----	44	56	1,187	26	17	26	24	7	521
Children 12 - 17 only --	47	53	249	17	22	33	22	6	118
Children under 12 only -	37	63	784	19	14	30	30	7	290
Children both age groups	43	57	351	20	13	36	27	4	150
Family income group									
Upper -----	40	60	792	20	14	34	27	5	313
Middle -----	41	59	971	21	17	28	26	8	400
Lower -----	45	55	763	24	17	28	25	6	346
Education of homemaker									
College -----	44	56	423	13	21	29	30	7	188
High school -----	40	60	1,368	24	15	28	26	7	541
Grammar school -----	45	55	769	25	16	31	22	6	345
Age of homemaker									
Under 35 years -----	36	64	786	21	15	33	26	5	284
35 - 49 years -----	43	57	859	18	16	29	30	7	369
50 years and over -----	46	54	913	26	17	28	22	7	417

Table 16.--Proportion who used canned or bottled lemon juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	27	73	2,572	13	11	25	30	21	683
Region									
Northeast -----	30	70	660	14	12	26	27	21	200
North Central -----	32	68	743	13	10	23	31	23	240
South -----	21	79	753	13	9	24	30	24	161
West -----	20	80	416	12	16	27	33	12	82
Size of community									
Large urban areas -----	30	70	714	14	16	25	28	17	215
Other urban -----	27	73	988	14	9	20	33	24	266
Rural -----	23	77	870	12	7	30	29	22	202
Family composition									
No children -----	26	74	1,187	17	9	21	34	19	304
Children 12 - 17 only --	29	71	249	9	15	26	26	24	72
Children under 12 only -	26	74	784	12	13	27	27	21	201
Children both age groups	30	70	351	10	11	26	29	24	106
Family income group									
Upper -----	32	68	792	11	12	25	33	19	250
Middle -----	28	72	971	14	12	27	26	21	273
Lower -----	20	80	763	16	9	17	33	25	149
Education of homemaker									
College -----	33	67	423	9	13	28	36	14	140
High school -----	27	73	1,368	15	12	23	28	22	369
Grammar school -----	22	78	769	13	8	24	29	26	173
Age of homemaker									
Under 35 years -----	25	75	786	11	15	27	25	22	199
35 - 49 years -----	29	71	859	11	12	26	29	22	246
50 years and over -----	26	74	913	18	7	20	35	20	234

Table 17.--Proportion who used ready-to-serve orange juice in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	31	69	2,572	19	10	23	33	15	790
Region									
Northeast -----	35	65	660	27	14	19	30	10	230
North Central -----	27	73	743	13	9	20	35	23	200
South -----	35	65	753	19	10	27	32	12	263
West -----	23	77	416	11	6	28	39	16	97
Size of community									
Large urban areas -----	37	63	714	22	11	21	37	9	263
Other urban -----	30	70	988	18	9	23	31	19	301
Rural -----	26	74	870	17	12	24	32	15	226
Family composition									
No children -----	23	77	1,187	17	9	22	35	17	277
Children 12 - 17 only -	35	65	249	16	15	20	28	21	88
Children under 12 only-	37	63	784	21	11	22	34	12	294
Children both age groups -----	37	63	351	21	10	29	29	11	130
Family income group									
Upper -----	31	69	792	19	13	21	34	13	244
Middle -----	35	65	971	18	10	24	32	16	335
Lower -----	26	74	763	21	8	22	36	13	199
Education of homemaker									
College -----	33	67	423	15	11	25	36	13	138
High school -----	33	67	1,368	20	10	21	35	14	451
Grammar school -----	26	74	769	20	11	25	27	17	198
Age of homemaker									
Under 35 years -----	37	63	786	20	8	20	39	13	292
35 - 49 years -----	33	67	859	20	12	26	28	14	286
50 years and over -----	23	77	913	17	11	22	32	18	208

Table 18.--Proportion who used frozen orangeade in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	22	78	2,572	3	3	11	12	71	573
Region									
Northeast -----	28	72	660	2	3	6	6	83	186
North Central -----	23	77	743	3	3	8	14	72	168
South -----	17	83	753	4	7	14	17	58	132
West -----	21	79	416	4	1	20	15	60	87
Size of community									
Large urban areas -----	26	74	714	5	2	6	8	79	184
Other urban -----	23	77	988	2	4	11	15	68	229
Rural -----	18	82	870	3	4	14	13	66	160
Family composition									
No children -----	17	83	1,187	1	1	11	12	75	207
Children 12 - 17 only --	29	71	249	4	3	17	15	61	72
Children under 12 only -	26	74	784	5	4	9	12	70	200
Children both age groups	27	73	351	3	7	9	11	70	94
Family income group									
Upper -----	26	74	792	3	3	9	12	73	207
Middle -----	24	76	971	4	4	11	10	71	235
Lower -----	16	84	763	2	2	12	20	64	122
Education of homemaker									
College -----	24	76	423	2	1	14	12	71	100
High school -----	26	74	1,368	4	4	9	10	73	354
Grammar school -----	15	85	769	3	3	11	18	65	114
Age of homemaker									
Under 35 years -----	24	76	786	6	4	11	13	66	189
35 - 49 years -----	27	73	859	2	5	7	11	75	235
50 years and over -----	16	84	913	2	1	15	13	69	148

Table 19.--Proportion who used frozen lemonade in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	40	60	2,572	5	4	9	8	74	1,020
Region									
Northeast -----	48	52	660	3	3	5	4	85	319
North Central -----	39	61	743	3	1	6	8	82	290
South -----	31	69	753	6	7	16	12	59	231
West -----	43	57	416	9	4	16	11	60	180
Size of community									
Large urban areas -----	47	53	714	4	3	6	7	80	338
Other urban -----	41	59	983	6	5	10	8	71	406
Rural -----	32	68	870	4	3	13	9	71	276
Family composition									
No children -----	31	69	1,187	5	3	8	8	76	368
Children 12 - 17 only -----	43	57	249	7	5	10	5	73	107
Children under 12 only -----	49	51	784	4	3	11	8	74	385
Children both age groups -----	45	55	351	6	5	9	9	71	159
Family income group									
Upper -----	53	47	792	5	5	10	6	74	423
Middle -----	43	57	971	4	3	9	8	76	419
Lower -----	22	78	763	7	2	10	13	68	166
Education of homemaker									
College -----	55	45	423	3	4	13	6	74	233
High school -----	45	55	1,368	6	3	9	8	74	612
Grammar school -----	22	78	169	5	4	7	11	73	167
Age of homemaker									
Under 35 years -----	48	52	786	5	3	11	10	71	381
35 - 49 years -----	47	53	859	5	5	9	6	75	402
50 years and over -----	26	74	913	5	3	8	8	76	235

Table 20.--Proportion who used frozen limeade in past year and frequency of serving at this time of year

Background characteristics	Use in past year			Frequency of serving					
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Don't serve	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent	Number
United States total -----	17	83	2,572	1	2	7	8	82	432
Region									
Northeast -----	19	81	660	--	1	1	5	93	127
North Central -----	18	82	743	2	--	5	6	87	132
South -----	13	87	753	2	6	16	8	68	100
West -----	18	82	416	3	1	11	15	70	73
Size of community									
Large urban area -----	21	79	714	2	1	4	4	89	153
Other urban -----	17	83	988	1	4	10	10	75	165
Rural -----	13	87	870	1	1	8	19	81	114
Family composition									
No children -----	13	87	1,187	--	3	8	8	81	160
Children 12 - 17 only --	16	84	249	2	2	5	8	83	40
Children under 12 only -	21	79	784	2	1	7	8	82	163
Children both age groups	19	81	351	1	--	9	7	83	68
Family income group									
Upper -----	24	76	792	2	3	9	3	83	192
Middle -----	17	83	971	2	1	5	8	84	163
Lower -----	9	91	763	--	1	9	20	70	71
Education of homemaker									
College -----	27	73	423	1	2	12	4	81	114
High school -----	19	81	1,368	2	1	5	9	83	256
Grammar school -----	8	92	769	2	3	7	10	78	59
Age of homemaker									
Under 35 years -----	19	81	786	2	1	8	9	80	153
35 - 49 years -----	21	79	859	2	3	7	6	82	180
50 years and over -----	11	89	913	--	1	8	9	82	98

Table 21.--Homemakers who said they used certain citrus fruits or juices during the past year but did not serve at this time of year: "Do you think you will be likely to go on using (name of product) from time to time, or have you definitely stopped using (product)?" (If plan to continue): "When you do use (product), about how often do you serve it?"

Product 1/	Plans			Frequency when serving				Cases Number
	Plan to continue	Defi- nitely stopped	Not ascer- tained	Cases Number	More than once a week	Once a week	1 - 3 times a month	
					Percent	Percent	Percent	
Fresh limes -----	95	3	2	371	29	26	27	18 351
Frozen lemon juice	92	6	2	359	47	23	21	9 329
Frozen orangeade -	96	4	2/*	405	49	29	15	7 387
Frozen lemonade --	96	4	*	754	58	23	13	6 724
Frozen limeade ---	93	6	1	352	40	29	20	11 327

1/ Other products not shown because relatively small proportions of users were not serving them during survey period.

2/ Asterisk indicates less than 1 percent.

Table 22.--Homemakers who said they used certain fresh citrus fruits once a month or more in the spring: "We know that different people have different reasons for choosing the things they eat. Why would you say you use (name of fruit); that is, what things about (fruit) make you use it?"

Reasons for use	Fresh fruit			
	Oranges	Grapefruit	Lemons	Limes
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Health reasons -----				
Vitamins (unspecified) -----	28	17	6	5
Vitamin C -----	17	10	4	5
Good for health -----	14	10	3	3
As a laxative -----	7	5	7	1
Prevent or cure illness -----	6	6	7	4
Prevent or cure colds -----	4	5	11	2
Not fattening; good for diet -----	4	14	3	1
Aids digestion -----	3	3	3	1
For bones; teeth -----	3	1	1	--
Stimulates appetite -----	2	10	1	1
Acidity -----	1	2	1	2
Minerals -----	1	1	1	--
Taste reasons -----	39	38	65	59
Taste; flavor -----	18	11	48	52
Sweet -----	14	2	2/*	--
Sour-sweet; bittersweet -----	3	3	1	1
Natural; tree-ripened; fresh -----	2	1	1	2
Sour; tart; acid -----	2	17	12	7
Sharp; tangy -----	1	4	3	2
Bitter -----	*	2	*	1
For children -----	23	5	2	--
I/we like it -----	22	21	7	5
For snacks -----	14	3	*	1
They are juicy -----	10	3	4	4
Stimulating effect reasons -----	10	10	12	11
Refreshing; thirst-quenching -----	7	6	11	10
Invigorating; gives pep -----	3	5	2	1
Convenience reasons -----	9	6	3	2
Easy to prepare; saves time -----	7	5	1	--
Handy; good to keep on hand -----	3	1	2	2
Versatility -----	9	5	48	33
Relatively inexpensive -----	6	3	1	1
For breakfast -----	5	29	2	--
Always available; easy to obtain -----	4	2	1	2
For variety; don't tire of it -----	2	20	2	16
For summer drinks -----	*	*	9	14
All other reasons -----	2	*	1	4
Not ascertained -----	1	1	1	2
Number of cases -----	2,223	1,812	1,575	129

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 23.--Homemakers who said they used certain frozen citrus juices or ready-to-serve orange juice once a month or more in the spring: "We know that different people have different reasons for choosing the things they eat. Why would you say you use (name of product); that is, what things about (product) make you use it?"

Reasons for use	Frozen Juices			Ready-to-serve orange juice
	Orange	Grapefruit	Lemon	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Convenience reasons -----				
Easy to serve; save time -----	66	38	43	44
Good to keep on hand; handy -----	29	21	24	16
Taste reasons -----	40	35	29	49
Almost as good as fresh product --	22	6	9	23
Taste; flavor -----	11	12	16	17
Sweet -----	5	1	2/ *	7
Natural, tree-ripened; fresh -----	2	1	--	4
Sour; tart; acid -----	1	13	3	*
Sour-sweet; bittersweet -----	1	1	*	*
Sharp; tangy -----	*	2	1	*
Health reasons -----	31	29	20	19
Vitamins (unspecified) -----	15	10	3	11
Vitamin C -----	6	3	2	1
Good for health -----	6	6	4	3
Prevents or cures illness -----	3	3	3	2
Not fattening; good for diet -----	1	4	1	--
As a laxative -----	1	3	2	1
Stimulates appetite -----	1	1	1	1
For bones, teeth -----	1	*	1	1
Aids digestion -----	1	1	1	*
Prevents or cures colds -----	*	1	3	*
Miscellaneous health reasons -----	1	1	1	1
Relatively inexpensive -----	14	7	11	5
For children -----	10	3	8	17
For breakfast -----	10	10	*	4
I/we like it -----	7	10	2	8
Stimulating effect reasons -----	6	8	13	5
Refreshing; thirst-quenching -----	5	6	13	5
Invigorating; gives pep -----	1	2	1	*
For variety -----	5	30	5	10
Always available; easy to obtain -----	2	2	4	4
For snacks -----	2	3	1	3
Versatility -----	2	4	14	1
For summer drinks -----	1	1	8	1
All other reasons -----	1	2	1	2
Not ascertained -----	2	2	5	4
Number of cases -----	1,293	295	240	412

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 24.--Homemakers who said they used certain canned citrus juices once a month or more in the spring: "We know that different people have different reasons for choosing the things they eat. Why would you say you use (name of product); that is, what things about (product) make you use it?"

Reasons for use	Canned juices		
	Orange	Grapefruit	Lemon
	Percent 1/	Percent 1/	Percent 1/
Convenience reasons -----			
Easy to serve; saves time -----	42	27	38
Good to keep on hand; handy; keeps well -----	33	23	45
Health reasons -----	27	32	14
Vitamins (unspecified) -----	9	7	2
Vitamin C -----	3	3	1
Good for health -----	6	4	2
Prevents or cures illness -----	4	5	3
Prevents or cures colds -----	2	3	3
As a laxative -----	2	4	2
Not fattening; good for diet -----	2	6	1
Stimulates appetite -----	1	3	1
Aids digestion -----	1	1	1
For bones, teeth -----	1	2/ *	1
Miscellaneous health reasons -----	1	1	*
Taste reasons -----	22	30	42
Taste; flavor -----	9	9	29
Almost as good as fresh product -----	5	3	6
Sweet -----	4	1	--
Sour; tart; acid -----	1	12	4
Sour-sweet; bittersweet -----	1	2	--
Sharp; tangy -----	1	2	2
Natural; tree-ripened; fresh -----	1	*	1
Bitter -----	*	2	1
Relatively inexpensive -----	18	12	16
For children -----	15	5	2
For variety -----	11	25	3
For breakfast -----	8	10	1
I/we like it -----	7	13	2
Stimulating effect reasons -----	5	9	3
Refreshing; thirst-quenching -----	4	6	3
Invigorating; gives pep -----	1	4	*
Always available; easy to obtain -----	3	4	3
For snacks -----	3	3	1
Versatility -----	2	3	24
For summer drinks -----	*	1	3
All other reasons -----	*	1	1
Not ascertained -----	4	4	3
Number of cases -----	887	733	332

1/ Percentages in left column may add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 25.--Homemakers who said they used certain frozen citrus ades once a month or more in the spring: "We know that different people have different reasons for choosing the things they eat. Why would you say you use (name of product); that is, what things about (product) make you use it?"

Reasons for use	Frozen ades			
	Orange	Lemon	Lime	
	Percent 1/	Percent 1/	Percent 1/	
Convenience reasons -----	51	57	52	
Easy to serve; save time -----	41	47	37	
Good to keep on hand; handy -----	20	21	26	
Taste reasons -----	34	31	24	
Taste; flavor -----	11	8	11	
Almost as good as fresh product -----	8	10	7	
Sweet -----	8	4	2	
Sour; tart; acid -----	3	6	4	
Sour-sweet; bittersweet -----	3	2	--	
Miscellaneous taste reasons -----	2	3	2	
Health reasons -----	26	17	17	
Vitamins (unspecified) -----	11	6	4	
Vitamin C -----	2	2	--	
Other vitamins -----	1	--	--	
Good for health -----	9	6	9	
For bones, teeth -----	2	--	2	
As a laxative -----	1	1	2	
Miscellaneous health reasons -----	3	3	2	
For children -----	22	12	17	
For variety -----	15	6	20	
Stimulating effect reasons -----	12	26	17	
Refreshing; thirst-quenching -----	11	25	13	
Invigorating; gives pep -----	1	4	4	
For snacks -----	10	4	4	
Relatively inexpensive -----	9	11	13	
I/we like it -----	7	8	11	
Always available; easy to obtain -----	3	2	9	
Versatility -----	3	3	9	
For summer drinks -----	2	16	11	
All other reasons -----	--	1	2	
Not ascertained -----	3	3	2	
Number of cases -----	99	185	2/ 46	

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Number of cases too small for reliable conclusions.

Table 26.--Homemakers who said they used certain fresh citrus fruits less than once a month in the spring: "How does it happen that you don't use more (name of fruit)? Is there any other reason for not using more (fruit)?"

Reasons for infrequent use	Fresh fruit				Percent 1/
	Oranges	Grape-fruit	Lemons	Limes	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	
Convenience reasons -----	26	15	8	2	
Difficult to prepare -----	18	12	4	2	
Can't store; perishable -----	9	4	5	---	
Too expensive-----	25	12	5	11	
Health reasons -----	20	12	15	2	
Specific ailment prevents use -----	9	5	2	---	
Too acid for health -----	6	5	2	---	
Bad for health -----	3	1	---	---	
Causes indigestion -----	2	2*	*	---	
Use only when ill -----	---	*	5	---	
Use only when have colds -----	---	---	6	---	
Miscellaneous health reasons -----	---	1	*	2	
Food habit reasons -----	19	26	75	61	
Use only for variety -----	8	19	14	19	
Seldom prepare food requiring product-----	6	4	51	35	
Use mainly in warm weather -----	2	2	22	11	
Miscellaneous food habit reasons -----	3	2	1	4	
Not so good as some processed product -----	17	4	5	2	
Taste reasons -----	10	32	9	12	
Dislike taste, flavor -----	3	1	1	4	
Too sweet -----	3	---	---	---	
Not sweet enough -----	1	7	---	1	
Too bitter -----	1	14	1	2	
Too sour; too tart -----	1	16	7	5	
Miscellaneous taste reasons -----	1	*	*	2	
Presence of children -----	10	18	2	2	
Just don't like it -----	9	11	3	6	
Availability reasons -----	5	8	4	14	
Other preferred product available -----	4	3	2	2	
Not available in stores -----	1	1	12	12	
Never think of product -----	2	2	1	---	
Not so good as other fresh product -----	1	3	1	9	
All other reasons-----	2	3	---	1	
Not ascertained -----	2	3	2	3	
Number of cases -----	141	231	292	123	

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 27.--Homemakers who said they used certain frozen citrus juices or ready-to-serve orange juice less than once a month in the spring: "How does it happen that you don't use more (name of product)? Is there any other reason for not using more (product)?"

Reasons for infrequent use	Frozen juices			Ready-to-serve orange juice
	Orange	Grapefruit	Lemon	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Not so good as some fresh product -----	30	32	19	15
Food habit reasons -----	24	30	34	16
Use only for variety -----	12	25	12	14
Seldom prepare food requiring product -----	5	3	15	--
Use mainly in warm weather -----	5	1	9	1
Miscellaneous food habit reasons -----	2	4	1	1
Taste reasons -----	20	30	19	24
Artificial; not like fresh -----	9	4	8	10
Thin; watery; too weak -----	3	--	5	9
Too bitter -----	3	6	2	2/ *
Too sour; too tart -----	2	11	4	1
Tinny; taste of can, container -----	2	3	--	--
Too sweet -----	2	2	1	3
Dislike taste, flavor -----	1	4	2	3
Not sweet enough -----	1	4	3	*
Miscellaneous taste reasons -----	1	1	1	--
Convenience reasons -----	20	9	22	14
Use only when need to save time -----	10	4	9	5
Can't store; don't use enough -----	5	3	11	9
Dislike to prepare -----	5	2	3	1
Too expensive -----	20	6	8	37
Health reasons -----	10	7	5	9
Specific ailment prevents use -----	3	1	1	2
Too acid for health -----	2	3	--	*
Low in vitamin content -----	2	1	2	4
Bad for health -----	1	2	--	1
Use only when ill, have colds -----	1	--	2	1
Miscellaneous health reasons -----	2	--	--	1
Not so good as some processed product -----	9	11	6	15
Availability reasons -----	8	6	5	7
Other preferred product available -----	8	5	5	4
Not available in stores -----	--	1	--	3
No freezing unit -----	4	3	1	--
Presence of children -----	3	8	3	4
Seldom think of product -----	2	3	2	4
Just don't like it -----	1	4	3	3
All other reasons -----	*	2	--	2
Not ascertained -----	*	2	4	2
Number of cases -----	210	114	149	263

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 28.--Homemakers who said they used certain canned citrus juices less than once a month in the spring: "How does it happen that you don't use more (name of product)? Is there any other reason for not using more (product)?"

Reasons for infrequent use	Canned juices		
	Orange	Grapefruit	Lemon
	Percent 1/	Percent 1/	Percent 1/
Taste reasons -----			
Artificial; not like fresh -----	14	8	14
Tinny; metallic; taste of can -----	14	8	2
Too bitter -----	7	11	4
Thin; watery; too weak -----	6	3	2
Dislike taste, flavor -----	4	3	3
Too sour; too tart -----	1	10	2
Not sweet enough -----	1	2	2/*
Miscellaneous taste reasons -----	1	1	*
Not so good as fresh product -----	20	18	18
Health reasons -----	17	18	6
Low in vitamin content -----	7	4	2
Use only when ill -----	3	4	*
Specific ailment prevents use -----	2	1	*
Bad for health -----	2	1	--
Too acid for health -----	1	4	2
Use only when have colds -----	1	4	1
Miscellaneous health reasons -----	1	*	1
Not so good as some other processed product -----	17	12	6
Food habit reasons -----	16	25	40
Use only for variety -----	11	20	11
Use mainly in warm weather -----	2	1	5
Seldom prepare food requiring product -----	2	2	25
Miscellaneous food habit reasons -----	3	2	1
Convenience reasons -----	15	9	18
Use only when need to save time -----	10	5	13
Can't store; bulky; can't keep supply on hand -----	4	3	4
Dislike to prepare -----	2	1	2
Other preferred product available -----	8	6	10
Too expensive -----	8	4	2
Presence of children -----	5	6	*
Just don't like it -----	3	5	2
Never think of product -----	1	2	2
All other reasons -----	1	2	*
Not ascertained -----	4	3	5
Number of cases -----	280	279	206

1/ Percentages in left column may add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 29.--Homemakers who said they used certain frozen citrus ades less than once a month in spring: "How does it happen that you don't use more (name of product)? Is there any other reason for not using more (product)?"

Reasons for infrequent use	Frozen ades		
	Orange	Lemon	Lime
	Percent 1/	Percent 1/	Percent 1/
Food habit reasons -----	44	53	52
Use only for variety -----	19	21	29
Use mainly in warm weather -----	17	22	18
Seldom prepare food requiring product -----	3	9	6
Miscellaneous food habit reasons -----	6	5	3
Taste reasons -----	19	14	9
Artificial; not like fresh -----	9	1	--
Thin; watery; too weak -----	7	3	--
Too sour; too tart -----	3	6	--
Too sweet -----	1	3	--
Too bitter -----	--	1	9
Health reasons -----	13	10	9
Specific ailment prevents use --	6	4	3
Low in vitamin content -----	6	6	--
Bad for health -----	1	--	3
Miscellaneous health reasons -----	--	3	3
Too expensive -----	13	12	6
Convenience reasons -----	10	15	12
Use only when need to save time -	7	14	6
Can't store; have to use up right away -----	3	1	6
Presence of children -----	10	6	12
Not so good as fresh product -----	7	12	6
Availability reasons -----	4	6	12
Other preferred product available	3	5	3
Not available in stores -----	1	1	9
Just don't like it -----	3	1	3
Not so good as some other processed product -----	1	1	3
All other reasons -----	1	1	--
Not ascertained -----	6	4	3
Number of cases -----	69	81	2/ 34

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Number of cases too small for reliable conclusions.

Table 30.--Homemakers who said they had not used certain fresh citrus fruits in the past year: "You've told me why you do use certain products. How did it happen that you didn't use any (name of fruit) during the last year?"

Reasons for not using	Fresh fruit					
	Oranges		Lemons			
	Percent 1/	Percent 1/	Percent 1/	Percent 1/		
Health reasons -----						
Specific ailment prevents use -----	19	33	19	20	4	
Too acid for health -----	10	6	7		2	
Bad for health -----	4	1	2		1	
Causes indigestion -----	2	3	2		2/*	
Irritates mouth -----	1	1	--		*	
Miscellaneous health reasons -----	1	*	1		*	
Convenience reasons -----		23	12	20	3	
Difficult to prepare -----	18	10	10		2	
Can't store; perishable -----	6	2	11		1	
Other convenience reasons -----	1	--	1		*	
Too expensive -----		20	12	15	7	
Not so good as some processed product -----		10	5	11	3	
Taste reasons -----		9	44	19	26	
Too sour; too tart -----	3	23	13		9	
Too sweet -----	3	--	--		*	
Dislike taste, flavor -----	2	2	3		11	
Too bitter -----	--	25	3		6	
Not sweet enough -----	--	3	2		*	
Miscellaneous taste reasons -----	1	1	1		1	
Availability reasons -----		8	4	8	12	
Other preferred product available -----	7	4	8		3	
Not available in stores -----	1	*	*		9	
Just don't like them -----		8	18	11	13	
Never think of product -----		6	5	13	33	
Presence of children -----		4	5	2	1	
Not so good as some other fresh product -----		2	3	1	4	
Never heard of product -----		--	*	--	4	
All other reasons -----		2	1	1	1	
Not ascertained -----		8	5	4	5	
Number of cases -----		158	489	294	1,949	

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 31.--Homemakers who said they had not used certain frozen citrus juices or ready-to-serve orange juice in the past year: "You've told me why you do use certain products. How did it happen that you didn't use any (name of product) during the last year?"

Reasons for not using	Frozen juices			Ready-to-serve orange juice
	Orange	Grapefruit	Lemon	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Not so good as fresh product -----	20	19	29	12
Too expensive -----	19	10	10	18
Taste reasons -----	16	32	16	17
Artificial; processing changes taste -----	8	6	8	8
Thin; watery; too weak -----	4	2	1	6
Dislike taste, flavor -----	3	3	1	1
Too sour; too tart -----	1	12	4	2/*
Too bitter -----	1	12	1	*
Too sweet -----	1	1	*	3
Tinny; metallic; taste of container -----	1	1	1	*
Not sweet enough -----	1	2	1	*
Never think of product -----	16	16	21	23
Health reasons -----	15	9	7	8
Not so nutritious as some other product -----	5	2	2	4
Specific ailment prevents use -----	4	2	2	2
Too acid for health -----	3	3	2	2
Bad for health -----	2	1	1	1
Miscellaneous health reasons -----	1	1	*	*
Convenience reasons -----	14	6	14	6
Can't store; can't keep supply on hand -----	8	4	12	5
Dislike to prepare -----	5	2	3	*
Not so good as some processed product -----	9	9	7	9
Availability reasons -----	8	8	11	12
Other preferred product available -----	6	6	9	3
Not available in stores -----	3	3	2	9
No freezing unit -----	7	3	4	--
General prejudice against processed food -----	4	2	2	1
Just don't like it -----	4	9	3	2
Presence of children -----	2	3	1	1
Never heard of product -----	1	2	4	9
All other reasons -----	1	*	*	1
Not ascertained -----	3	2	3	6
Number of cases -----	920	2,099	1,824	1,782

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 32.--Homemakers who said they had not used certain canned citrus juices in the past year: "You've told me why you do use certain products. How did it happen that you didn't use any (name of product) during the last year?"

Reasons for not using	Canned juices		
	Orange	Grapefruit	Lemon
	Percent 1/	Percent 1/	Percent 1/
Taste reasons -----	58	54	29
Artificial; processing changes taste -----	23	12	15
Tinny; metallic; taste of can -----	21	13	6
Thin; watery; too weak -----	9	4	3
Too bitter -----	7	19	4
Dislike taste, flavor -----	5	5	3
Too sour; too tart -----	3	13	3
Too sweet -----	2	1	2/ *
Not sweet enough -----	1	1	*
Health reasons -----	18	15	8
Not so nutritious as some other product -----	9	5	3
Too acid for health -----	3	4	2
Specific ailment prevents use -----	3	3	2
Bad for health -----	3	2	1
Causes indigestion -----	1	1	*
Not so good as fresh product -----	17	14	31
Not so good as some processed product -----	14	7	6
Just don't like it -----	6	12	4
Too expensive -----	6	4	6
Never think of product -----	5	7	17
Other preferred product available -----	5	4	8
Can't store; too bulky; can't keep supply on hand -----	4	3	8
General prejudice against processed product -----	3	3	2
Presence of children -----	2	3	1
Never heard of product -----	*	*	2
Not ascertained -----	4	5	7
Number of cases -----	1,302	1,493	1,889

1/ Percentages in left column may add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 33.--Homemakers who said they had not used certain frozen citrus ades in the past year: "You've told me why you do use certain products. How did it happen that you didn't use any (name of product) during the last year?"

Reasons for not using	Frozen ades		
	Orange	Lemon	Lime
	Percent 1/	Percent 1/	Percent 1/
Never think of product; never use -----	27	24	30
Taste reasons -----	19	17	24
Thin; watery; too weak -----	7	4	3
Too sweet -----	7	5	3
Artificial; processing changes taste -----	6	7	4
Dislike taste, flavor -----	1	1	8
Too sour; too tart -----	2/*	1	5
Too bitter -----	*	*	4
Miscellaneous taste reasons -----	1	1	1
Not so good as fresh product -----	17	23	10
Not so good as some other processed product -----	10	5	4
Too expensive -----	10	11	6
Availability reasons -----	9	8	6
Other preferred product available -	5	5	3
Not available in stores -----	4	3	3
Health reasons -----	8	7	5
Not so nutritious as some other product -----	3	2	1
Specific ailment prevents use -----	2	3	2
Bad for health -----	2	2	1
Too acid for health -----	1	1	1
Never heard of product -----	7	6	8
Convenience reasons -----	4	5	3
Can't store; have to use up right away -----	3	4	3
Dislike to prepare -----	1	2	1
Just don't like it -----	3	4	10
No freezing unit -----	3	3	2
Presence of children -----	3	2	2
General prejudice against processed food -----	2	2	2
Not ascertained -----	3	3	3
Number of cases -----	1,999	1,552	2,140

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 34.--"On the average, which orange juice do you think is richest in vitamin content -- home-squeezed, canned or frozen?"

Background characteristics	Home-squeezed	Canned	Frozen	Not ascertained	Cases
	Percent	Percent	Percent	Percent	Number
United States total -----	85	2	9	4	2,572
Region					
Northeast -----	80	2	13	5	660
North Central -----	87	2	8	3	743
South -----	89	3	6	2	753
West -----	81	1	13	5	416
Size of community					
Large urban areas -----	83	1	11	5	714
Other urban -----	86	2	9	3	988
Rural -----	85	3	8	4	870
Family composition					
No children -----	84	2	9	5	1,187
Children 12-17 only -----	85	3	10	2	249
Children under 12 only --	86	2	10	2	784
Children both age groups-----	85	3	10	2	351
Family income group					
Upper -----	83	1	13	3	792
Middle -----	86	2	10	2	971
Lower -----	86	3	5	6	763
Education of homemaker					
College -----	84	1/ *	14	2	423
High school -----	85	2	10	3	1,368
Grammar school -----	85	3	6	6	769
Age of homemaker					
Under 35 years -----	88	2	9	1	786
35-49 years -----	84	2	12	2	859
50 years and over -----	83	2	8	7	913

1/ Asterisk indicates less than 1 percent.

Table 35.--Homemakers who said home-squeezed orange juice is richest in vitamin content: "Thinking of the vitamin content of home-squeezed orange juice as 100 percent, what would you say is the vitamin content of canned orange juice? Of frozen orange juice?"

Percentage named	Vitamin content of	
	Canned orange juice	Frozen orange juice
	Percent	Percent
10 percent or less -----	2	1
11 - 20 percent -----	1	1
21 - 30 percent -----	3	1
31 - 40 percent -----	2	1
41 - 50 percent -----	26	7
51 - 60 percent -----	5	3
61 - 70 percent -----	6	4
71 - 80 percent -----	25	25
81 - 90 percent -----	8	21
Over 90 percent -----	5	21
Not ascertained -----	17	15
Number of cases -----	2,186	2,186
Median percentage -----	65	80

Table 36.--Homemakers who used fresh grapefruit in the last year: "In what ways do you use or serve fresh grapefruit? Any other ways?"

Ways of using or serving	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
In halves -----	73	70	66	79	79
For food preparations -----	30	34	24	28	34
Salads; fresh fruit salads -----	29	33	24	28	34
In gelatin -----	1	1	2/ *	1	1
In sections -----	11	17	9	8	13
Out of hand; peel and eat -----	11	13	11	9	11
Drink usages -----	10	9	8	11	12
For juice -----	9	9	8	10	11
In drinks; mixer in drinks -----	1	1	1	1	2
Broiled; baked -----	5	6	4	4	6
Chopped, sliced -----	3	3	3	3	5
When served -----	40	42	40	34	45
At breakfast -----	35	34	36	32	44
As/for a dessert -----	5	9	5	2	2
As a snack; between meals -----	3	4	3	3	2
Before meals; as appetizer -----	3	6	2	1	*
At dinner, supper -----	1	4	1	*	1
At lunch -----	1	2	1	*	1
All other usages -----	1	1	1	1	*
Not ascertained -----	1	*	2	1	2
Number of cases -----	2,083	550	622	585	326

1/ Percentages in left column may add to more than indicated totals in right coulmn, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 37.--Homemakers who used fresh lemons in the last year: "In what ways do you use or serve fresh lemons? Any other ways?"

Ways of using or serving	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Drink usages -----	87	84	87	94	77
Lemonade -----	61	47	65	73	53
In tea (iced, hot) -----	41	44	29	59	26
In drinks (unspecified) -----	12	13	11	10	14
Juice -----	6	8	5	5	7
In alcoholic drinks ---	4	6	3	3	6
Cooking and baking usages -----	53	43	60	54	54
Pies; puddings; custard -----	41	27	48	46	43
Cooking and baking (unspecified) -----	12	14	15	8	13
Cakes; cookies -----	10	10	7	12	11
For food preparations -----	53	58	46	44	74
With seafood -----	34	36	28	26	55
Salads; salad dressing -----	14	16	10	10	26
Flavoring -----	7	7	8	6	8
Frostings; icings; fillings -----	5	5	5	5	7
With vegetables -----	5	6	4	4	8
Sauces -----	5	5	3	3	7
With meat -----	4	3	3	5	4
Desserts -----	2	2	2	1	4
As garnish, decoration -	2	2	2	2	3
Medicinal usages -----	8	9	7	10	6
Eat plain; serve as is -----	3	2	1	5	2
Nonfood usages -----	2	3	2	1	3
All other usages -----	4	4	4	3	4
Not ascertained -----	3	2	3	2	4
Number of cases -----	2,278	572	635	688	383

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 38.--Homemakers who used fresh oranges in the last year: "In what ways do you use or serve fresh oranges? Any other ways?"

Ways of using or serving	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Out of hand; whole; fresh	71	74	70	71	67
Drink usages	60	56	57	68	55
Juice; orange juice	58	54	55	66	53
Cocktails; mixed drinks	2	2	2	3	2
Fruit drinks; punch	2	2	1	3	1
Orangeade	1	1	1	2	2
Other drink usages	1	2/*	*	1	--
For food preparations	50	46	52	47	59
Salads; fruit salads	44	39	48	39	52
Fruit cup; compote; ambrosia	6	6	3	8	4
In gelatin	4	4	5	3	6
Icing; frosting; filling	4	4	1	5	7
Flavoring	1	1	1	1	1
With fish, meat, vegetables	1	1	1	1	1
Decoration, garnish	1	*	*	1	1
In sections, segments	18	19	17	16	25
Cooking and baking usages	12	12	11	13	15
Cookies; cakes	7	6	5	8	10
Puddings; pies	3	4	2	2	4
Cooking and baking unspecified	3	2	3	3	2
Other cooking, baking usages	1	*	1	1	2
When served	21	19	23	19	23
Between meals; as snacks	11	9	15	11	10
At lunch; school lunch	6	7	6	3	9
At breakfast	5	4	6	5	7
As/for a dessert	4	4	4	4	5
All other usages	1	1	1	1	--
Number of cases	2,414	616	699	709	390

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 39.--Homemakers who used fresh oranges in the last year: "What do you look for when you are buying oranges?"

Characteristics looked for	United States total	Frequency of using oranges at this time of year		
		Once a week or more	Less than once a week	
		Percent 1/	Percent 1/	Percent 1/
Skin qualities -----	47	48		41
Thin skinned -----	33	35	27	
Smooth skinned; not wrinkled -----	12	12	9	
Thick skinned -----	6	6	7	
Other skin qualities -----	1	1	2	
Type of oranges -----	29	31		23
Specific brands -----	11	12	7	
Place of origin (California, Florida) -----	10	10	10	
Navel -----	9	9	6	
Seedless -----	4	4	3	
Other types (Temples, etc.) -----	3	4	2	
Size -----	25	26		21
Medium -----	8	9	8	
Large -----	7	8	5	
Small -----	4	4	3	
Proper size (not specified) -----	6	6	6	
Firmness; no soft spots -----	23	24		21
Color -----	21	22		17
Good, bright, deep color -----	19	20	16	
No color added -----	2	2	2	
Juiciness -----	19	20		15
Fresh-looking; not decayed -----	13	12		15
Price; good buy -----	9	10		7
Weight; heavy -----	7	7		5
Ripeness; proper ripeness -----	4	4		4
Sweetness -----	2	2		2
Roundness -----	2	2		3
Soft; not hard -----	1	2		2/*
All other characteristics -----	5	4		6
Not ascertained -----	5	3		10
Number of cases -----	2,414	1,900		514

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 40.--Homemakers who used fresh oranges in the last year: "What size orange do you prefer for juice--small, medium or large?" "What size do you prefer to use for salads?" "What size orange do you prefer as a fruit to eat?" "Which size do you buy most frequently?" "How do you get the most juice for your money--by buying small, medium, or large oranges?"

Size of orange	Questions answered				
	Prefer for juice	Prefer for salads	Prefer as fruit to eat	Buy most fre- quently	Most juice for money
	Percent	Percent	Percent	Percent	Percent
Small -----	13	5	9	9	11
Medium -----	47	34	59	68	42
Large -----	11	16	27	19	10
Size not important	2	2	3	3	2
Don't use for this purpose -----	27	42	2	--	27
Not ascertained ---	1/ *	1	*	1	8
Number of cases	2,414	2,414	2,414	2,414	2,414

1/ Asterisk indicates less than 1 percent.

Table 41.--Homemakers who used fresh oranges in the last year: "Is there anything you don't like about using small oranges?"

Replies	United States total	Family composition			
		No children	Children 12-17 only	Children under 12 only	Children both age groups
		Percent 1/	Percent 1/	Percent 1/	Percent 1/
Quantity -----	28	30	32	25	23
Don't give enough juice	14	15	15	13	11
Nothing to them; don't go as far -----	8	8	11	7	5
One is never enough -----	8	7	8	6	8
Too small for salads -----	1	1	1	1	2
Inconvenience -----	15	17	14	16	11
Faster to use large ones -----	10	12	8	10	6
Harder to peel -----	4	3	5	6	5
Harder to handle -----	1	2	1	1	2/*
Economy -----	13	14	17	12	9
Too much waste; too much skin -----	9	9	14	8	6
Not economical -----	5	6	5	5	4
Taste -----	5	5	5	5	6
Not as sweet; sour -----	3	3	3	4	4
Poor taste; tasteless -----	2	2	2	1	3
Too many seeds, pits -----	5	5	7	5	6
Dry out fast; shrivel -----	2	2	2	3	2
Habit; always buy large ones -----	2	3	1	2	2
Too pulpy, pithy -----	2	3	1	2	2
Don't look good -----	1	1	2	1	1
All other replies -----	2	2	3	1	2
Nothing disliked -----	41	37	37	44	47
Not ascertained -----	1	2	2	1	1
Number of cases -----	2,414	1,063	243	765	342

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 42.--Homemakers who used fresh oranges in the last year: "Is there anything you don't like about using large oranges?"

Replies	United States total	Family composition				
		No children	Children 12-17 only	Children under 12 only	Children both age groups	
		Percent 1/	Percent 1/	Percent 1/	Percent 1/	
Economy -----	34	33	39	33	37	
Too much waste; thick skin -----	22	22	21	22	23	
Too expensive; cost more -----	16	14	21	15	18	
Not juicy; not good for juice -----	13	11	14	14	17	
Too pulpy, pithy, fibrous -----	7	8	7	7	8	
Quantity -----	7	5	4	10	9	
Too much orange ----	4	5	3	4	4	
Too much for a child	3	2/*	1	5	5	
Too grainy, tough -----	7	6	8	8	6	
Taste -----	6	5	7	8	6	
Sour; bitter; not sweet -----	4	3	5	4	4	
No flavor; flat ---	3	2	3	4	3	
Prefer medium size-----	3	3	6	2	4	
Don't fit juicer -----	1	1	*	1	*	
All other replies -----	2	2	2	2	2	
Nothing disliked -----	41	46	37	39	33	
Not ascertained -----	1	1	1	1	1	
Number of cases --	2,414	1,063	243	765	342	

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 43.--Homemakers who use fresh oranges for juice: "At what meals do you serve home-squeezed orange juice? Do you serve it between meals?"

Replies	United States total	Family composition			
		No children	Children 12 - 17 only	Children under 12 only	Children both age groups
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Breakfast -----	87	87	88	89	85
Between meals -----	63	57	67	66	71
Lunch -----	9	7	10	9	11
Evening meal -----	8	9	8	9	6
Number of cases -	1,777	753	191	587	245

1/ Percentages add to more than 100 because of multiple answers.

Table 44.--Homemakers who use fresh oranges for juice: "When you serve orange juice do you squeeze a certain number of oranges or a certain amount of juice?"

Replies	United States total	Family composition			
		No children	Children 12 - 17 only	Children under 12 only	Children both age groups
	Percent	Percent	Percent	Percent	Percent
Squeeze a certain number of oranges -----	23	23	23	21	28
Squeeze a certain amount of juice -----	75	75	76	76	70
Not ascertained -----	2	2	1	3	2
Number of cases ---	1,777	753	191	587	245

Table 45.--Homemakers who used fresh limes during the last year: "In what ways do you use or serve limes? Any other ways?"

Ways of using or serving	United States total	Percent $\frac{1}{\text{--}}$	Northeast	Percent $\frac{1}{\text{--}}$	North Central	Percent $\frac{1}{\text{--}}$	South	Percent $\frac{1}{\text{--}}$	West	Percent $\frac{1}{\text{--}}$
Drink usages	93	Percent $\frac{1}{\text{--}}$	92	Percent $\frac{1}{\text{--}}$	97	Percent $\frac{1}{\text{--}}$	90	Percent $\frac{1}{\text{--}}$	87	Percent $\frac{1}{\text{--}}$
Limeade	40	24	49	34	53	25	26	26	26	26
In drinks (unspecified)	34	41	34	17	14	17	39	39	39	39
In alcoholic drinks	20	24	13	11	17	17	30	30	30	30
Fruit drinks; punch	14	1	1	3	21	17	14	14	14	14
In tea	8	8	6	3	3	2	1	1	1	1
Juice	5	14	16	9	18	2	2	2	2	2
For food preparations	---	---	---	---	---	---	14	14	14	14
Salads; salad dressing	6	7	6	1	7	5	3	3	3	3
With seafood	4	4	1	1	3	2	2	2	2	2
Flavoring	3	4	1	1	1	1	1	1	1	1
With vegetables	1	1	1	1	6	6	2	2	2	2
Sauces	1	1	1	1	1	1	1	1	1	1
As decoration	3	2	2	2	1	1	1	1	1	1
Desserts	1	2	1	1	8	1	14	14	14	14
Cooking and baking usages	9	6	7	12	12	12	8	8	8	8
Pies; puddings	8	4	1	1	1	1	1	1	1	1
Cakes; cookies	1	1	1	1	1	1	1	1	1	1
Cooking and baking (unspecified)	1	1	2	2	3	3	1	1	1	1
Eat plain; serve as is	---	1	1	1	1	1	1	1	1	1
All other usages	---	3	2	2	2	2	6	6	6	6
Not ascertained	---	2	1	1	2	2	2	2	2	2
Number of cases	623	168	181	187	187	187	87	87	87	87

$\frac{1}{\text{--}}$ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 46.--Homemakers who used fresh limes in the last year: "What do you look for when you are buying limes?"

Characteristics looked for	United States total	Frequency of use at this time of year			Percent 1/
		Once a month or more	Less than once a month	Don't serve at this time of year	
Color -----	33	34	28	35	
Firmness; no soft spots -----	24	19	27	25	
Size -----	22	31	20	19	
Large, fat -----	9	10	9	9	
Medium -----	6	12	3	5	
Small -----	3	4	4	2	
Proper size (unspecified) -----	4	5	4	3	
Skin qualities -----	19	17	20	19	
Smooth, even skinned -----	11	12	11	11	
Thin skinned -----	8	7	10	8	
Freshness; no blemishes -----	12	6	11	14	
Juiciness -----	6	4	7	7	
Soft; not hard -----	6	7	7	5	
Price -----	3	4	2	4	
Ripeness -----	2	2	1	3	
Weight -----	2	3	1	2	
All other characteristics -----	4	9	7	2	
Not ascertained -----	24	20	30	23	
Number of cases -----	623	129	123	371	

1/ Percentages in left column may add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

Table 47.--Homemakers who used fresh limes in the last year: "Do you look for a certain size, or doesn't it make any difference to you?" (If size looked for): "What size do you prefer?"

Replies	United States total	Frequency of use at this time of year		
		Once a month or more	Less than once a month	Don't serve at this time of year
		Percent	Percent	Percent
Look for certain size -----	32	44	33	28
Prefer small -----	4	6	5	3
Prefer medium -----	18	27	18	15
Prefer large -----	10	11	10	10
No difference -----	65	52	62	70
Not ascertained -----	3	4	5	2
Number of cases -----	623	129	123	371

Table 48.--Homemakers who used fresh limes in the last year: "When buying limes do you look for a certain color, or doesn't it make any difference to you?" (If looks for a certain color): "What color do you prefer?" (If green): "What shade of green do you prefer?"

Replies	United States total	Frequency of use at this time of year		
		Once a month or more	Less than once a month	Don't serve at this time of year
		Percent	Percent	Percent
Look for certain color -----	53	55	50	54
Prefer dark green -----	21	26	20	20
Prefer light green -----	9	5	9	10
Prefer bright, rich green -----	6	4	7	7
Prefer medium green -----	6	5	3	7
Prefer yellow green -----	4	6	3	3
Prefer plain, fresh green -----	2	2	3	3
Prefer lime green -----	2	2	3	2
Prefer yellow shade -----	3	5	2	2
No difference -----	43	41	44	43
Not ascertained -----	4	4	6	3
Number of cases -----	623	129	123	371

Table 49.--Homemakers who named a certain color they prefer when buying limes: "Why do you prefer that color (shade)?"

Reasons	Color preferred		
	Dark green	Medium green 1/	Light green 2/
	Percent 3/	Percent 3/	Percent 3/
Indicates ripeness -----	30	23	35
Taste -----	22	16	20
Taste better -----	12	10	9
Sweeter; not tart, sharp -----	5	2	9
More tart; sharper -----	5	4	2
Jucier; more juice -----	16	15	31
Indicates freshness -----	20	18	7
More attractive, appealing -----	14	16	6
Better; best (unspecified) -----	6	14	1
Never saw any other color of limes -----	5	2	4
All other reasons -----	3	5	2
Not ascertained -----	6	8	15
Number of cases -----	132	103	98

1/ This class also includes lime green, plain, bright rich green.

2/ This class also includes yellow green, yellow, but not too yellow.

3/ Percentages add to more than 100 because of multiple answers.

Table 50.--Homemakers who used fresh limes in the last year: "Do you use limes all year round, or only at certain seasons?" If use only at certain seasons, "In what seasons do you use limes?" "Do the stores where you shop carry limes all year round, or only at certain seasons?"

Replies	United States total	North- east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Use:					
Only at certain seasons	70	68	82	72	45
All year round -----	27	30	16	25	47
Not ascertained -----	3	2	2	3	8
Seasons:					
Spring -----	2	1	1	5	2
Summer -----	66	63	78	67	40
Fall and winter -----	2	1	1	6	--
Holidays -----	3	4	1	3	3
Not ascertained -----	2	1	3	1	1
Stores carry:					
Only at certain seasons	20	20	30	15	8
All year round -----	27	23	31	32	17
Don't know -----	23	24	21	25	20
Number of cases -----	623	168	181	187	87

1/ Percentages for seasons add to more than those for use only at certain seasons because of multiple answers.

Table 51.--"Have you used or served avocados in your home in the last year?" (If yes): "About how often have you served avocados in the past year?"

Background characteristics	Use in past year				Frequency of serving				
	Used	Did not use	Never heard of	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Cases
	Percent	Percent	Percent	Number	Percent	Percent	Percent	Percent	Number
United States total -----	25	62	13	2,572	10	10	31	49	633
Region									
Northeast -----	16	68	16	660	12	10	31	47	104
North Central -----	12	73	15	743	2	2	21	75	91
South -----	25	58	17	753	12	11	30	47	188
West -----	60	38	2	416	11	13	35	41	250
Size of community									
Large urban areas -----	31	61	8	714	15	14	29	42	220
Other urban -----	26	60	14	988	7	8	34	51	254
Rural -----	18	64	18	870	8	8	29	56	159
Family composition									
No children -----	27	60	13	1,187	10	10	32	49	314
Children 12 - 17 only --	25	63	12	249	11	13	24	52	63
Children under 12 only -	24	65	11	784	12	7	33	48	189
Children both age groups	19	60	21	351	6	6	27	51	67
Family income group									
Upper -----	35	61	4	792	9	9	34	48	281
Middle -----	22	66	12	971	12	12	30	46	210
Lower -----	18	57	25	763	7	10	26	57	133
Education of homemaker									
College -----	45	53	2	423	9	10	32	49	191
High school -----	25	66	9	1,368	9	9	31	51	340
Grammar school -----	13	60	27	769	16	12	29	43	98
Age of homemaker									
Under 35 years -----	22	66	12	786	12	10	32	46	176
35 - 49 years -----	27	61	12	859	10	12	27	51	298
50 years and over -----	23	59	18	913	8	6	37	49	156

Table 52.--Homemakers who used avocados in the last year: "In what ways do you use or serve avocados? Any other ways?"

Ways of using or serving	United States total	North-east	North Central	South	West
	Per-cent ^{1/}				
Salad; cut up in salad -----	88	88	86	87	91
Whole; fresh; as they are -----	19	14	15	16	24
Halves -----	13	11	4	19	12
Appetizer; dip; spread (on crackers) -----	13	8	14	5	22
In sandwiches -----	12	2	6	4	24
Cut up; sliced -----	11	12	9	13	10
Mashed; mashed with cheese -----	9	6	2	6	15
With other foods -----	4	10	3	2	5
Stuffed; stuffed with fruit, salad -----	4	6	2	4	4
All other ways -----	2	2	2	2	2
Not ascertained -----	1	--	2	1	2/*
Number of cases -----	633	104	91	188	250

^{1/} Percentages add to more than 100 because of multiple answers.

^{2/} Asterisk indicates less than 1 percent.

Table 53.--Homemakers who used avocados in the last year: "Would you tell me what you like about using avocados? Can you tell me a little more about that?"

Replies	United States total	Frequency of use in the last year		
		Once a week or more	1 - 3 times a month	Less than once a month
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Taste -----	63	63	75	55
Like the taste, flavor -----	27	28	35	22
Taste is different, distinctive -----	15	11	17	16
Mild, mellow, delicate taste -----	7	10	7	6
Has a rich flavor -----	6	6	6	6
Nutty; nut-like flavor-----	5	5	8	4
Buttery; butter-like flavor---	3	5	3	2
Other taste qualities -----	4	4	5	4
Health -----	29	42	34	21
Healthful; nourishing -----	11	18	12	8
Rich in vitamin content -----	10	13	12	7
High in proteins -----	2	4	2	1
Rich in oil; contains vegetable oil -----	2	2	2	1
Caloric; helpful in weight gain	2	3	3	2/*
Other health qualities -----	5	7	6	4
Good in salads -----	22	14	26	24
Adds variety to meal -----	18	14	17	20
Gives eye appeal to foods -----	8	13	7	7
Like the texture; soft; creamy -----	8	8	11	6
Easy to serve, prepare -----	7	9	9	5
Improves other foods -----	6	5	9	5
Filling; satisfying -----	4	7	4	3
Just like them -----	4	5	4	3
Elegant, "ritzy" food -----	2	--	1	4
All other replies -----	5	6	7	3
Not ascertained -----	6	1	2	10
Number of cases-----	633	127	196	307

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 54.--Homemakers who used avocados in the last year: "Is there anything you don't like about using avocados? Anything else?"

Replies	United States total	Frequency of use in the last year		
		Once a week or more	1 - 3 times a month	Less than once a month
		Percent 1/	Percent 1/	Percent 1/
Too expensive -----	18	11	17	22
Fattening; too many calories -----	14	8	14	17
Taste -----	6	3	2	10
Don't like the taste-----	3	1	1	6
Tasteless; flat taste -----	3	2	1	4
I/we don't like them -----	6	1	5	9
Ripeness -----	4	2	2	7
Never ripe; hard to find ripe one -----	2	2	2	3
Hard to judge ripeness -----	2	1	1	4
Hard to store; spoil easily -----	4	6	5	2
They are a messy food -----	1	1	1	2
Too much waste in seed, -----	1	2	2	2/*
All other replies -----	5	2	4	7
No, nothing disliked -----	51	71	57	38
Not ascertained -----	3	2	3	3
Number of cases -----	633	127	196	307

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterick indicates less than 1 percent.

Table 55.--Homemakers who used avocados in the last year: "What do you look for when you are buying avocados?"

Characteristics looked for	United States total	Frequency of use in the last year		
		Once a week or more	1 - 3 times a month	Less than once a month
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Color -----	31	33	33	31
Green; good green color -----	16	15	16	16
Brown; partly brown or black -----	6	6	5	6
Look for color (unspecified) -----	4	4	5	5
Not black or dark -----	4	6	5	3
Not too green -----	1	2	2	1
Firmness, firm ones -----	26	20	24	29
Peness -----	25	28	28	22
Size -----	22	32	26	16
Large -----	9	16	13	4
Medium -----	6	9	5	5
Small -----	1	2	1	2
Right size (unspecified) -----	6	6	7	5
Softness; not too hard -----	22	16	27	21
Bruises, blemishes -----	14	14	15	13
Skin -----	12	17	12	9
Smooth skin -----	7	9	7	6
Thin skin -----	4	6	4	2
Other skin qualities -----	1	2	2	1
Not too soft; soft but not mushy -----	10	11	13	8
Price -----	4	5	4	5
Freshness -----	3	2	3	3
Loose pits, seeds -----	2	6	3	-----
All other characteristics -----	5	8	6	3
Not ascertained -----	10	6	3	10
Number of cases -----	633	127	196	307

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 56.--Homemakers who used avocados in the last year: "Do you prefer to buy your avocados firm, fairly soft or very soft?"

Preference	United States total	Frequency of use in the last year		
		Once a week or more	1-3 times a month	Less than once a month
	Percent	Percent	Percent	Percent
Firm avocados -----	41	44	39	41
Fairly soft avocados -----	53	52	58	52
Very soft avocados -----	2	2	2	2
Not ascertained -----	4	2	1	5
Number of cases -----	633	127	196	307

Table 57.--Homemakers who used avocados in the last year: "When you are buying avocados, can you usually find the kind you want?"

Replies	United States total	Frequency of use in the last year			Preference for types of avocados	
		Once a week or more	1 - 3 times a month	Less than once a month	Firm	Fairly soft
	Percent	Percent	Percent	Percent	Percent	Percent
Able to find right kind-----	72	81	71	70	85	67
Unable to find right kind -----	23	14	26	24	13	30
Not ascertained -----	5	5	3	6	2	3
Number of cases -----	633	127	196	307	260	335

Table 58.--Homemakers who used avocados in the last year: "Do you use avocados all year round, or only at certain seasons?" (If use only at certain seasons): "In what seasons do you use avocados?" "Do the stores where you shop carry avocados all year round, or only at certain seasons?"

Replies	United States total	North- east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Use:					
Only at certain seasons -----	39	41	40	36	39
All year round --	59	55	56	61	60
Not ascertained -	2	4	4	3	1
Seasons:					
Spring -----	7	9	1	5	10
Summer -----	16	19	10	19	15
Fall -----	6	9	3	3	7
Winter -----	7	12	14	5	3
Holidays -----	1	1	3	--	2
Not ascertained -	10	--	11	9	14
Stores carry:					
Only at certain seasons -----	14	21	21	12	10
All year round --	14	10	9	12	20
Don't know -----	11	10	10	12	9
Number of cases	633	104	91	188	250

1/ Percentages for seasons add to more than those for use only at certain seasons because of multiple answers.

Table 59.--Homemakers who did not use avocados in the last year: "How does it happen that you haven't used avocados in the last year? Any other reasons?"

Reasons for not using	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Lack of familiarity -----	43	49	47	41	26
Never tried, used -----	35	38	39	34	15
Don't know how to prepare -----	7	7	7	6	9
Don't know what they are -----	3	6	3	2	1
Don't know how to buy them -----	1	1	1	--	3
Other lack of famili- arity reasons -----	1	1	--	1	1
Taste reasons -----	24	24	24	18	37
Dislike taste, flavor --	10	11	11	8	12
Tasteless; flat taste -	8	8	7	5	18
Not accustomed to the taste -----	3	3	1	3	5
Miscellaneous taste reasons -----	3	3	5	2	4
I/we don't like them -----	20	18	16	24	25
Too expensive -----	13	10	11	14	25
Not available; never see in store -----	9	8	11	11	--
Health reasons -----	5	3	4	4	19
Fattening; too many calories -----	4	3	3	3	16
Miscellaneous health reasons -----	1	1	1	1	3
Don't like appearance -----	3	3	2	3	3
Too mushy; mushy texture -----	2	2	3	1	5
Greasy; oily -----	2	2	1	2	3
All other reasons -----	4	5	3	5	3
Not ascertained -----	2	2	3	2	--
Number of cases -----	1,591	452	544	437	158

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 60.--"Have you used or served raisins in your home in the last year?" (If yes):
 "About how often have you used or served raisins in the past year?"

Background characteristics	Use in past year			Frequency of serving				
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Number
United States total -----	83	17	2,572	18	19	34	29	2,125
Region								
Northeast -----	79	21	660	19	19	32	30	523
North Central -----	85	15	743	15	19	37	29	633
South -----	84	16	753	17	18	33	32	632
West -----	81	19	416	24	24	32	20	337
Size of community								
Large urban areas -----	78	22	714	19	19	34	28	556
Other urban -----	83	17	988	19	19	33	29	816
Rural -----	87	13	870	17	19	35	29	753
Family composition								
No children -----	76	24	1,187	13	18	33	36	904
Children 12 - 17 only -----	89	11	249	19	20	40	21	222
Children under 12 only --	87	13	784	23	21	33	23	680
Children both age groups-	91	9	351	22	19	35	24	318
Family income group								
Upper -----	82	18	792	20	20	36	24	648
Middle -----	84	16	971	17	20	34	29	819
Lower -----	81	19	763	17	18	32	33	621
Education of homemaker								
College -----	82	18	423	19	20	36	25	345
High school -----	83	17	1,368	18	20	35	27	1,138
Grammar school -----	82	18	769	17	18	31	34	633
Age of homemaker								
Under 35 years -----	82	18	786	20	19	33	28	646
35 - 49 years -----	85	15	859	18	19	36	27	925
50 years and over -----	80	20	913	14	20	33	33	546

Table 61.--Homemakers who used raisins in the last year: "In what ways do you use or serve raisins?
Any other ways?"

Ways of using or serving	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Cooked ways	88	89	90	84	90
Puddings; rice pudding	34	42	33	28	37
Cookies	34	27	42	25	48
Cakes; gingerbread; cake filling	31	28	28	36	34
Pies; mincemeat	28	20	37	29	21
For cooking, baking (unspecified)	12	16	12	9	9
Bread	6	6	7	4	4
Sauce	4	4	4	3	5
Fruit cake	4	2	2	5	7
Rolls; cinnamon rolls; muffins	3	3	4	1	2
Stewed raisins	2	2	2	2	2
Dressing; stuffing	2	1	2	1	2
Candies	1	1	1	2	2
Other cooked ways	3	5	3	3	3
Uncooked ways	71	68	61	81	76
Plain; out of the box	57	59	51	64	53
In salads; carrot salad	22	10	12	33	41
On or in cereals, oatmeal	12	7	11	17	13
Other uncooked ways	1	3	2/*	1	1
When served	17	15	11	16	17
Snacks; between meals	9	9	5	8	9
Children's lunch boxes	7	6	1	7	9
As a dessert	2	1	1	3	1
Number of cases	2,125	523	633	632	337

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 62.--Homemakers who used raisins in the last year: "Would you tell me what you like about using raisins? Can you tell me a little more than that?"

Replies	United States total	Frequency of use in the last year				
		More than once a week		Once a week	1 - 3 times a month	Less than once a month
		Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Health -----	64	77	70	66	48	
High in iron content -	41	51	44	45	29	
Good for blood -----	9	9	8	10	9	
Contain vitamins, minerals -----	8	9	9	9	6	
Good for children -----	8	14	9	7	5	
Healthful; nutritious	7	8	9	6	6	
Natural laxative -----	6	10	8	5	4	
Source of quick energy	4	3	4	4	4	
Not fattening -----	1	1	1	2	1	
Miscellaneous health qualities -----	3	4	3	2	1	
Taste -----	56	51	55	59	57	
Add flavor to food ---	26	23	23	29	27	
Sweet; add sweetness -	17	16	18	17	17	
Good, pleasing taste -	14	12	16	15	14	
Sweet, but not too sweet -----	3	3	3	3	2	
Miscellaneous taste qualities -----	1	1	1	1	2	
Good candy substitute -----	11	19	13	10	6	
Easy to prepare, serve-----	9	12	9	9	6	
Mix well with other food-----	8	4	6	7	14	
Children like them-----	7	11	6	7	5	
Add variety -----	6	5	6	5	6	
Good for snacks-----	5	8	6	5	4	
Keep other foods moist-----	5	4	5	6	5	
Relatively inexpensive-----	4	4	5	4	4	
Easy to store; keep well-----	3	4	3	4	2	
We like them -----	3	4	2	3	2	
Chewiness-----	3	1	3	4	3	
All other replies -----	1	1	1	1	1	
Number of cases ---	2,125	383	406	724	598	

1/ Percentages in left column add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

Table 63.--Homemakers who used raisins in the last year: "Is there anything you don't like about using raisins? Anything else?"

Replies	United States total	Frequency of use in the last year			
		More than once a week	Once a week	1 - 3 times a week	Less than once a week
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Taste -----	2	2	1	2	4
Unhealthful -----	2	1	1	2	3
Don't like raisins with seeds -----	1	2	1	1	1
Sticky; gummy -----	1	2	2/ *	1	1
Don't like the kind with stems -----	1	1	*	1	1
Spoil easily -----	1	1	*	*	1
I/we don't like them -	1	--	1	*	2
All other dislikes ---	2	2	2	4	1
Nothing disliked about raisins -----	84	85	87	85	81
Not ascertained -----	6	6	7	6	6
Number of cases --	2,125	383	406	724	598

1/ Percentages may add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 64.--Homemakers who used raisins in the last year: "Which members of the family particularly like raisins?"

Replies	United States total	Family composition			
		No children	Children 12-17 only	Children under 12 only	Children both age groups
	Percent	Percent	Percent	Percent	Percent
Children -----	9	--	8	18	16
Adults (18 years and over) -----	16	30	10	7	3
All like them -----	73	66	81	74	80
No one particularly likes them -----	1	2	1	1	1
Not ascertained -----	1	2	1/ *	*	--
Number of cases-	2,125	904	222	680	318

1/ Asterisk indicates less than 1 percent.

Table 65.--Homemakers who used raisins in the last year: "Do you use raisins all year round, or only at certain seasons?" (If use only at certain seasons): "In what seasons do you use raisins?" "Do the stores where you shop carry raisins all year round, or only at certain seasons?"

Replies	United States total	North- east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Use:					
Only at certain seasons -----	9	7	7	16	3
All year round	91	93	93	84	97
Seasons:					
Spring -----	1	2/ *	1	1	--
Summer -----	*	1	*	*	1
Fall -----	1	*	1	2	*
Winter -----	5	3	5	9	--
Holidays -----	3	3	1	6	1
Not ascertained	1	*	*	1	1
Stores carry:					
Only at certain seasons -----	*	1	*	*	*
All year round-	8	6	6	13	3
Don't know -----	1	*	1	3	--
Number of cases -----	2,125	523	633	632	337

1/ Percentages for seasons add to more than those for use only at certain seasons because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 66.--Homemakers who used raisins in the last year: "In the past year have you bought any raisins that had something wrong with them?" (If yes): "Does this happen frequently, or are the raisins you buy usually satisfactory?"

Replies	United States total	Region				Size of community		
		North-east	North Central	South	West	Large urban	Other urban	Rural
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Had something wrong with them -----	9	7	7	10	13	8	8	10
Frequently 1/* -----	1	*	*	*	1	1	-----	1
Usually satisfactory -----	9	7	7	10	12	7	8	9
Nothing wrong with them -----	91	93	93	90	87	92	92	90
Number of cases --	2,125	523	633	632	337	556	816	753

1/ Asterisk indicates less than 1 percent.

Table 67.--Homemakers who used raisins in the last year: "Do you have any raisins in the house now?" (If yes): "When you bought these raisins, how did you plan to use them?"

Replies	United States total	Family composition			
		No children	Children 12 - 17 only	Children under 12 only	Children both age groups
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Have raisins in the house now -----	60	64	64	59	49
Bought for cooking and baking -----	51	58	58	46	39
Bought for eating --	35	29	37	42	35
Don't have raisins in the house -----	40	36	36	41	51
Number of cases --	2,125	904	222	680	318

1/ Percentages for plans add to more than those for homemakers who had raisins in the house because of multiple answers.

Table 68.--Homemakers who had raisins in the house at the time of interview, and who planned to use them for cooking and baking: "How long ago did you buy these raisins?"

When bought	United States total	Family composition			
		No children	Children 12-17 only	Children under 12 only	Children both age groups
		Percent	Percent	Percent	Percent
Less than 1 week ago -----	19	14	21	24	24
1-2 weeks ago -----	20	18	19	24	22
2-3 weeks ago -----	18	17	25	18	16
3 weeks-1 month ago -----	9	9	8	8	8
1-2 months ago -----	16	19	13	10	14
2-3 months ago -----	7	9	4	6	9
3-4 months ago -----	4	5	1	4	1
4-6 months ago -----	3	3	5	4	1
6 months ago or more -----	1	3	1	1/ *	2
Not ascertained -----	3	3	3	2	3
Number of cases -----	1,085	520	129	312	124

1/ Asterisk indicates less than 1 percent.

Table 69.--Homemakers who had raisins in the house at the time of interview, and who planned to use them for eating: "How long ago did you buy these raisins?"

When bought	United States total	Family composition			
		No children	Children 12-17 only	Children under 12 only	Children both age groups
		Percent	Percent	Percent	Percent
Less than 1 week ago -	27	21	29	29	32
1-2 weeks ago -----	24	23	20	27	24
2-3 weeks ago -----	19	18	22	19	22
3 weeks-1 month ago --	6	7	4	6	4
1-2 months ago -----	10	13	13	8	5
2-3 months ago -----	4	6	4	3	4
3-4 months ago -----	3	4	--	3	2
4-6 months ago -----	2	2	1	1	2
6 months ago or more -	1	3	--	1	1
Not ascertained -----	4	3	7	3	4
Number of cases --	745	264	83	286	112

Table 70.--Homemakers who did not use raisins in the last year: "How does it happen that you haven't used raisins in the last year? Any other reasons?"

Reasons for not using	United States total	Northeast	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
I/we don't like them -----	33	23	45	36	32
Don't do much cooking or baking -----	20	27	24	9	22
No need or use for them -----	15	15	9	21	13
Taste reasons -----	14	15	15	10	19
Too sweet -----	8	9	7	6	10
Dislike the taste -----	6	7	8	4	9
Health reasons -----	13	13	9	14	17
Upset the stomach, give indigestion -----	3	7	--	3	1
Bad for certain ailments -----	3	2	3	3	5
Fattening -----	2	1	4	1	3
Affect teeth -----	2	1	--	3	3
Miscellaneous health reasons -----	4	3	4	4	5
Children don't like them -----	3	3	3	5	3
Too dry; too hard -----	2	4	2	3	1
Had worms in them -----	1	2	1	2	--
Too much sugar -----	1	1	1	2	1
Don't like their appearance -----	1	--	1	--	3
All other reasons -----	6	4	4	8	5
Not ascertained -----	5	9	2	3	6
Number of cases -----	447	137	110	121	79

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 71.--"Have you used or served dates in your home in the last year?" (If yes):
 "About how often have you used or served dates in the past year?"

Background characteristics	Use in past year			Frequency of serving				
	Used	Did not use	Cases	More than once a week	Once a week	1 - 3 times a month	Less than once a month	Cases
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Number
United States total -----	60	40	2,572	3	6	25	66	1,532
Region								
Northeast -----	63	37	660	4	10	24	62	417
North Central -----	66	34	743	4	4	25	67	490
South -----	45	55	753	2	3	19	76	338
West -----	69	31	416	3	9	30	58	287
Size of community								
Large urban areas -----	62	38	714	5	8	22	65	444
Other urban -----	59	41	988	3	5	24	68	579
Rural -----	59	41	870	3	6	27	64	509
Family composition								
No children -----	61	39	1,187	5	7	24	64	719
Children 12 - 17 only -----	63	37	249	5	7	28	60	156
Children under 12 only ---	57	43	784	2	4	26	68	444
Children both age groups -	61	39	351	1	8	20	71	213
Family income group								
Upper -----	70	30	792	4	6	27	63	556
Middle -----	61	39	971	3	6	25	66	592
Lower -----	47	53	763	3	7	20	70	358
Education of homemaker								
College -----	71	29	423	4	8	27	71	302
High school -----	63	37	1,368	4	6	22	68	855
Grammar school -----	48	52	769	3	6	27	64	369
Age of homemaker								
Under 35 years -----	50	50	786	2	3	22	73	393
35 - 49 years -----	65	35	859	2	7	22	69	559
50 years and over -----	63	37	913	5	9	27	59	575

Table 72.--Homemakers who used dates in the last year: "In what ways do you use or serve dates?
Any other ways?"

Ways of using or serving	United States total	North- east	North Central	South	West	
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Cooked ways	74	58	84	80	72	
Cookies; date bars	32	25	40	25	38	
Cake; tarts	25	17	25	35	27	
Bread; date loaf	15	21	12	11	17	
In candy	11	6	10	22	8	
Puddings	11	6	19	7	9	
In cooking and baking (unspecified)	10	7	18	5	8	
Fruit cake	7	2	4	18	6	
Rolls; date-nut rolls	2	1	2	2	2	
Pies	2	2	1	1	1	
Muffins	2	3	1	1	1	
Miscellaneous cooked usages	1	1	1	1	--	
Uncooked ways	71	79	62	64	84	
Plain; out of box	56	64	47	47	68	
Stuffed (with nuts, cream cheese)	20	22	16	23	22	
In salads; with cabbage	14	13	14	10	22	
On or in cereal	1	1	2	1	1	
Spreads; date-cream cheese sandwich			2/*	*	*	
Miscellaneous uncooked usages	1	1	17	13	9	
When served	13	--	--	--	--	
Snacks; between meals	8	9	9	5	7	
Desserts	4	6	4	3	4	
For company; only for company	1	2	*	1	*	
Holidays; only on holidays	1	1	--	1	1	
Other times	1	* 1	1	1	1	
Number of cases	1,532	417	490	338	287	

1/ Percentages in left column add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 73.--Homemakers who used dates in the last year: "Would you tell me what you like about using dates? Can you tell me a little more about that?"

Replies	United States total	Frequency of use in the last year		
		Once a week or more	1-3 times a month	Less than once a month
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Taste -----				
Sweet; natural sweetness -----	29	34	33	27
Like taste, flavor -----	18	20	20	17
Add flavor to other foods -----	17	15	23	15
Distinctive taste -----	6	6	4	7
Miscellaneous taste qualities -----	1	1	2	1
Health -----	23	39	31	18
Healthful; nutritious -----	8	10	13	6
Contain vitamins, minerals, proteins -----	6	10	8	4
Good laxative -----	3	8	3	3
Energy food; source of quick energy -----	2	3	2	2
Not too rich -----	2	3	2	2
Not fattening -----	2	5	2	1
Miscellaneous health qualities -----	2	3	3	1
Good candy substitute -----	16	29	18	14
Keep other foods moist, fresh -----	12	7	16	11
Special treat for holidays -----	12	3	2	16
Richness; makes other foods rich -----	10	8	10	10
Add variety to the menu -----	10	6	9	11
Easy to prepare, serve -----	9	15	11	7
I/we like them -----	7	10	7	6
Recipe calls for use -----	7	2	2	9
Mix well with other foods -----	4	3	3	4
Attractive looking; appetizing -----	4	2	4	4
Chewiness -----	3	3	5	3
Children like them -----	3	3	3	3
Last indefinitely; keep well -----	2	3	2	2
Texture; smooth -----	2	2	2	2
All other replies -----	3	4	3	2
Nothing liked -----	1	--	1	1
Not ascertained -----	1	--	2	1
Number of cases -----	1,532	148	373	1,008

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 74.--Homemakers who used dates in the last year: "Is there anything you don't like about using dates? Anything else?"

Replies	United States total	Frequency of use in the last year				<u>Percent 1/</u>
		Once a week or more	1 - 3 times a month	Percent 1/	Less than once a month	
Sticky; too gummy -----	9	7	3	7	-----	9
Taste -----	7	3	2	4	-----	8
Too sweet -----	4	1	2	4	-----	4
Too rich -----	2	-----	2	3	1	3
Dislike taste -----	1	-----	-----	2	-----	1
Health -----	4	3	3	2	-----	4
Fattening -----	3	1	1	4	-----	2/*
Bad for teeth -----	1	4	2	3	-----	4
Too expensive -----	-----	3	2	3	-----	3
Have to cut up; too much fuss -----	2	-----	2	2	-----	1
Don't like pits, seeds -----	1	-----	1	*	-----	1
Children don't care for them -----	1	-----	-----	1	-----	1
Dried up; too dry -----	1	-----	-----	1	-----	1
All packed, stuck together -----	1	-----	-----	1	-----	1
Get stale, hard -----	1	-----	-----	1	-----	1
I/we don't like them -----	1	-----	-----	1	-----	1
Tire of them -----	1	-----	-----	*	-----	2
All other replies -----	2	70	1	2	-----	1
Nothing disliked -----	4	-----	82	73	-----	1
Not ascertained -----	-----	-----	2	4	-----	67
Number of cases -----	1,532	148	373	373	-----	1,011

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 75.--Homemakers who used dates in the last year: "What do you look for when you are buying dates?"

Characteristics looked for	United States total	Frequency of use in the last year		
		Once a week or more	1 - 3 times a month	Less than once a month
	<u>Percent 1/</u>	<u>Percent 1/</u>	<u>Percent 1/</u>	<u>Percent 1/</u>
Freshness -----	22	30	23	20
Packaging -----	21	14	20	22
Must be packed; packaged -----	11	8	11	11
Attractive package -----	7	5	7	7
Not packaged -----	2	2	1	1
Not stuck together -----	1	1	1	2
Other package factors -----	3	1	2	3
Moisture; not dry -----	20	30	22	18
Brands or place of origin -----	17	16	21	15
Pits, seeds removed -----	13	6	15	13
Softness -----	11	24	11	9
Size, good size -----	7	13	6	7
Plumpness -----	7	10	7	7
Price -----	5	6	6	5
Firmness -----	4	4	4	4
Good, clean color -----	3	3	4	3
Dark color -----	3	3	2	4
Gloss; smooth look -----	3	2	3	4
Light color -----	2	2	1	2
Not molded -----	1	1	1	1
All other characteristics -----	6	5	8	5
Nothing particular -----	2	1	1	3
Not ascertained -----	12	9	6	14
Number of cases -----	1,532	148	373	1,011

1/ Percentages in left column add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

Table 76.--Homemakers who used dates in the last year: "Do you prefer dates with pits left in or dates with pits removed?" "Do you prefer light dates, or dark dates?"

Preference	United States total	Frequency of use in the last year		
		Once a week or more	1-3 times a month	Less than once a month
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Pits:				
Left in -----	20	26	20	19
Removed -----	70	61	71	70
'No preference -----	8	10	7	9
Depends on usage-----	1	3	2	1
Not ascertained -----	1	--	1/ *	1
Color:				
Light -----	20	20	19	20
Dark -----	36	34	40	35
No preference -----	44	46	41	45
Number of cases -	1,532	148	373	1,011

1/ Asterisk indicates less than 1 percent.

Table 77.--Homemakers who used dates in the last year: "Do you use dates all year round, or only at certain seasons?" (If only at certain seasons): "In what seasons do you use dates?" "Do the stores where you shop carry dates all year round, or only at certain seasons?"

Replies	United States total	North- east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Use:					
Only at certain seasons-----	45	40	43	62	37
All year round -----	55	60	57	38	63
Seasons:					
Spring or summer --	1	1	2	1	2
Fall -----	3	2	2	2	5
Winter -----	14	11	16	22	8
Holidays -----	31	29	28	42	25
Not ascertained ---	1	1	1	1	1
Stores carry:					
Only at certain seasons -----	5	5	3	10	3
All year round -----	29	25	30	35	26
Don't know -----	11	10	10	17	8
Number of cases -	1,532	417	490	338	287

1/ Percentages for seasons add to more than those for use only at certain seasons because of multiple answers.

Table 78.--Homemakers who use dates only at certain seasons: "Why don't you use dates all year round?"

Reasons for seasonal usage	United States total	North-east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
General attitudes -----	31	32	33	26	34
Never got into the habit -----	13	16	15	12	9
I/we don't care for them enough -----	12	8	13	9	19
Use other fruits -----	4	5	4	3	6
Get tired of them -----	3	4	2	2	3
Use only at holiday time -----	26	30	22	30	17
Don't do much baking in summer -----	16	11	17	20	11
Cheaper in season -----	11	6	11	12	19
Not always available -----	8	10	5	11	3
It's a winter food -----	7	5	12	6	4
They are better in season -----	6	7	4	4	10
Too rich -----	6	2	9	5	6
Spoil easily -----	3	4	3	4	4
Too fattening -----	3	3	2	2	6
Too sweet -----	2	3	1	1	5
Too much trouble to prepare -----	2	3	2/*	1	2
Dry out too fast -----	1	1	*	1	6
All other reasons -----	2	5	2	1	3
Not ascertained -----	4	5	3	3	4
Number of cases -----	694	166	212	209	107

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 79.--Homemakers who used dates in the last year: "In the past year have you bought any dates that had something wrong with them?" (If yes): "Does this happen frequently, or are the dates you buy usually satisfactory?"

Replies	United States total	Region				Size of community		
		North-east	North Central	South	West	Larger urban	Other urban	Rural
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Had something wrong frequently -----	5	4	5	5	8	6	5	5
Usually satisfactory -----	1/*	1	--	--	*	*	1	--
Had nothing wrong -----	95	96	95	95	92	94	95	95
Number of cases -----	1,532	417	490	338	287	444	579	509

1/ Asterisk indicates less than 1 percent.

Table 80.--Homemakers who used dates in the last year: "As far as you know, are the dates sold in the United States grown in this country, in foreign countries, or both?" (If both): "Well, where are most of them grown--in this country, or in foreign countries?"

Replies	United States total	Region				Education of homemaker		
		North- east	North Central	South	West	College	High school	Grammar school
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
<i>Grown in:</i>								
This country -----	28	19	24	28	46	34	27	24
Foreign countries -----	10	16	11	9	4	10	11	10
Both -----	25	28	25	20	26	32	26	16
This country -----	10	11	9	8	14	16	10	5
Foreign coun- tries -----	8	10	8	8	7	9	10	5
Not ascertained --	7	7	8	4	5	7	6	6
Don't know -----	37	37	40	43	24	24	36	50
Number of cases --	1,532	417	490	338	287	302	855	369

Table 81.--Homemakers who used dates in the last year: "Did the dates (in the last package bought) have pits left in, or were the pits removed?" "Were they grown in the United States, or elsewhere?"

Replies	United States total	North- east	North Central	South	West
		Percent	Percent	Percent	Percent
Pits left in -----	30	25	19	24	62
Pits removed -----	67	72	78	72	35
Don't remember -----	3	3	3	4	3
Grown in United States -	35	28	28	33	60
Elsewhere -----	11	14	12	7	8
Don't remember -----	54	58	60	60	32
Number of cases ----	1,532	417	490	338	287

Table 82.--Homemakers who did not use dates in the last year: "How did it happen that you haven't used dates in the last year? Any other reasons?"

Reasons for not using	United States total	North-east	North Central	South	West
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Lack of familiarity -----	37	29	37	46	24
Never tried, bought any -----	18	15	20	22	7
No need or use for them -----	14	11	13	16	15
Haven't developed a taste for them -----	4	3	3	6	2
Don't know what they are -----	3	2	2	4	2
I/we don't like them -----	34	34	36	31	37
Taste reasons -----	30	38	28	24	41
Too sweet-----	19	30	14	12	33
Dislike taste, flavor	11	13	8	11	12
Too rich -----	4	2	7	2	9
Tasteless -----	1	2	2/*	1	2
Miscellaneous taste reasons-----	1	1	1	1	2
Too expensive -----	12	7	12	12	19
Too sticky, gummy -----	7	11	8	5	8
Health reasons -----	6	10	6	2	11
Fattening -----	3	3	4	1	6
Bad for teeth -----	1	3	--	*	2
Miscellaneous health reasons -----	2	4	2	1	3
Prefer raisins -----	3	3	4	3	3
Children don't like them -----	1	2	1	*	1
Too chewy; stringy texture-----	1	1	2	1	2
Don't like appearance-----	1	1	--	2	--
Too dry -----	1	1	--	1	--
Not always available -----	1	*	1	2	--
All other reasons-----	3	5	4	2	5
Not ascertained -----	3	*	3	3	6
Number of cases -	1,034	241	252	412	129

1/ Percentages in left column may add to more than indicated totals in right column, and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

Table 83.--(Show item card) "Here are some terms that are used about food. Which of these have you seen or heard anything about?" (For each item heard of): "Which of these are found in fresh fruit?"

Items	United States total	Region				Education of homemaker			
		Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Vitamin C									
Heard of -----	94	93	94	91	97	99	98	83	
Found in fresh fruit -----	82	83	84	86	93	99	98		
No or don't know -----	12	10	10	11	6	6	6		
Not heard of -----	6	7	6	3	1	1	2	17	
Bioflavonoids									
Heard of -----	26	30	28	20	28	42	28	14	
Found in fresh fruit -----	7	8	7	9	15	7	3		
No or don't know -----	19	22	21	19	27	21	11		
Not heard of -----	74	70	72	72	58	72	72	86	
Vitamin A									
Heard of -----	87	84	88	84	94	96	91	75	
Found in fresh fruit -----	43	41	43	43	53	46	34		
No or don't know -----	44	43	45	41	47	43	41		
Not heard of -----	13	16	12	16	6	4	9	25	
Protopectins									
Heard of -----	25	25	24	26	25	44	25	15	
Found in fresh fruit -----	14	14	14	15	29	15	15		
No or don't know -----	11	11	10	10	10	10	10		
Not heard of -----	75	75	76	74	75	56	75	85	
Energy food									
Heard of -----	79	73	79	80	87	91	85	61	
Found in fresh fruit -----	49	42	45	54	66	52	35		
No or don't know -----	30	31	34	26	28	33	26		
Not heard of -----	21	27	21	20	13	9	15	39	
Number of cases -----	2,572	660	743	753	416	423	1,368	769	

Table 84.--Homemakers who said selected items are found in fresh fruit: "Which fresh fruit would you say is best for _____?"

Fruit	Items					Percent 1/ Food
	Vitamin C	Bio-flavonoids	Vitamin A	Proto-pectins	Percent 1/ Food	
Citrus fruit	Percent 1/ 93	Percent 1/ 59	Percent 1/ 46	Percent 1/ 34	Percent 1/ 31	Percent 1/ 38
Oranges	79	36	33	16	6	
Grapefruit	11	10	7	4	3	
Citrus (unspecified)	9	9	4	12	1	
Lemons	5	8	*	2	*	
Limes	2/*	1				
Apples		2	1	12	43	10
Tomatoes		2	1	3	---	*
Raisins		*	2	2	2	26
Dates		*	2	1	*	
Bananas		*	1	5	1	9
Avocados		*	1	3	*	11
Grapes		*	1	*	6	1
Prunes		*	1	*	*	2
Peaches		*	1	1	1	1
Plums		--	1	1	1	*
Dried fruit		--	1	2	6	1
Other non-citrus		*	2	2	6	*
Not ascertained		5	31	29	15	10
Number of cases	2,102	193	1,110	366	1,261	

1/ Percentages in left column add to more than indicated totals in right column and these add to more than 100 because of multiple answers.

2/ Asterisk indicates less than 1 percent.

With the exception of check-box material, office-record information, and free-answer space, the questionnaire used for this study is reproduced below.

W. R. Simmons & Associates Research, Inc.
200 Madison Avenue
New York 16, N. Y.

Budget Bureau No. 40-5721.1
Expiration Date - May 31, 1957

AGRICULTURE SURVEY

I am working on a survey for the Department of Agriculture. We would like to get your opinions about different kinds of fruit.

- la. Are you using any kind of fresh fruit or any juices in your home at this time of year?
- b. What kinds of fresh fruit are you using?
- c. What kinds of juices are you using this time of year?
- 2a. If you and your family could have one kind of fruit juice for a month, which one would you choose?
- b. Would you tell me why you would choose _____?
- c. Could you tell me a little more about this?
- d. Is there any other reason?
- 3a. (SHOW RESPONDENT'S CARD) Now will you look at each product on this card and tell me whether or not you have used it during the last year?
- b. (FOR EACH PRODUCT USED) At this time of year, about how often do you serve _____?

RESPONDENT'S CARD	
FRESH FRUIT	FROZEN JUICES
Oranges	Orange juice
Grapefruit	concentrate
Lemons	Grapefruit juice
Limes	concentrate
CANNED JUICES	Lemon juice
Orange juice	concentrate
Grapefruit juice	
Lemon juice (Canned or Bottled)	
IN CONTAINERS	FROZEN CONCENTRATED ADES
Ready-to-serve orange juice	Orangeade
	Lemonade
	Limeade

- 4a. (For each product used once a month or more - see Question 3b) We know that different people have different reasons for choosing the things they eat. Why would you say you use _____; that is, what things about _____ make you use it?
- b. Are there any other reasons?
- 5a. (For each product used less than once a month - see Question 3b) How does it happen that you don't use more _____?
- b. Is there any other reason for not using more _____?
- 6a. (For each product not served this time of year - see Question 3b) You said you are not serving _____ at this time of year. Do you think you will be likely to go on using _____ from time to time, or have you definitely stopped using _____?

(Question 6 Continued)

If Plan to Continue

b. Why would you say you use _____? Any other reasons?

c. When do you use _____, about how often do you serve it?

If Definitely Stopped

d. Why did you decide to stop using _____?

7. (For each product not used in the last year - see Question 3a) You've told me about why you do use certain products. How did it happen that you didn't use any _____ during the last year?

ASK EVERYONE

8a. On the average, which orange juice do you think is richest in vitamin content - home-squeezed, canned or frozen?

b. (If "Home-Squeezed") Thinking of the vitamin content of home-squeezed orange juice as 100%, what would you say is the vitamin content of:

Canned orange juice ____% Frozen orange juice ____%

9a. (If fresh grapefruit used in last year - see Question 3a) In what ways do you use or serve fresh grapefruit?

b. Any other ways?

10a. (If fresh lemons used in last year - see Question 3a) In what ways do you use or serve fresh lemons?

b. Any other ways?

FRESH ORANGE SECTION

If respondent has used fresh oranges in last year - see Question 3a, ask the following questions. If not, skip to Question 17a.

11a. In what ways do you use or serve fresh oranges?

b. Any other ways?

12a. What do you look for when you are buying oranges?

b. What size orange do you prefer for juice - small, medium, or large?

c. What size do you prefer to use in salads?

d. What size orange do you prefer as a fruit to eat?

e. Which size do you buy most frequently?

13a. Is there anything you don't like about using small oranges?

b. Is there anything you don't like about using large oranges?

If uses fresh oranges for juice - see Question 11 or 12b, ask the following questions. If not, skip to Question 18a.

- 14a. At what meals do you serve home-squeezed orange juice?
 - b. Do you serve it between meals?
15. When you serve orange juice, do you squeeze a certain number of oranges or a certain amount of juice?
16. How do you get the most juice for your money--by buying small, medium, or large oranges?

If respondent has not used fresh oranges in the last year - see Question 3a - ask the following questions.

- 17a. You told me you haven't used fresh oranges in the last year. Have you used fresh oranges in your home in the past few years?
- b. In what ways did you use or serve fresh oranges in your home?
 - c. In any other ways?
 - d. When did you stop using fresh oranges?
 - e. Can you tell me why you are no longer using fresh oranges?
 - f. Any other reasons?

FRESH LIMES SECTION

If respondent has used fresh limes in last year - see Question 3a, ask the following questions. If not, skip to Question 22a.

- 18a. In what ways do you use or serve limes?
- b. Any other ways?
- 19a. What do you look for when you are buying limes?
- b. Do you look for a certain size, or doesn't it make any difference to you?
 - c. (If looks for size) What size do you prefer?
 - d. When buying limes, do you look for a certain color, or doesn't it make any difference to you?
 - e. (If looks for color) What color do you prefer?
 - f. (If "green") What shade of green do you prefer?
 - g. Why do you prefer that color (shade)?
- 20a. Do you use limes all year round, or only at certain seasons?
- b. In what seasons do you use limes?
 - c. Why don't you use limes all year round?
21. Do the stores where you shop carry limes all year round, or only at certain seasons?

AVOCADOS SECTION

We have just finished talking about citrus fruits, now we would like to ask you a few questions about avocados.

22a. Have you used or served avocados in your home in the last year?

b. In what ways do you use or serve avocados?

c. Any other ways?

d. About how often have you served avocados in the last year?

23a. Would you tell me what you like about using avocados?

b. Can you tell me a little more about that?

c. Is there anything you don't like about using avocados?

d. Anything else?

24a. What do you look for when you are buying avocados?

b. Do you prefer to buy your avocados firm, fairly soft, or very soft?

c. When you are buying avocados, can you usually find the kind you want?

25a. Do you use avocados all year round, or only at certain seasons?

b. In what seasons do you use avocados?

c. Why don't you use avocados all year round?

26. Do the stores where you shop carry avocados all year round, or only at certain seasons?

Nonusers of Avocados in the Last Year

27a. How does it happen that you haven't used avocados in the last year?

b. Any other reasons?

RAISINS SECTION

Now I'd like to talk to you about raisins.

28a. Have you used or served raisins in your home in the last year?

b. In what ways do you use or serve raisins?

c. Any other ways?

d. About how often have you used or served raisins in the last year?

29a. Would you tell me what you like about using raisins?

b. Can you tell me a little more about that?

c. Is there anything you don't like about using raisins?

d. Anything else?

- 30a. Which members of the family particularly like raisins?
b. Which members of the family don't like them very much?
- 31a. Do you use raisins all year round, or only at certain seasons?
b. In what seasons do you use raisins?
c. Why don't you use raisins all year round?
d. Do the stores where you shop carry raisins all year round, or only at certain seasons?

- 32a. In the past year have you bought any raisins that had something wrong with them?
b. What was wrong with them?
c. Does this happen frequently, or are the raisins you buy usually satisfactory?

- 33a. Do you have any raisins in the house now?
b. (If "Yes") When you bought these raisins, how did you plan to use them (for cooking or baking?
(for eating?)
c. How long ago did you buy these raisins?

Nonusers of Raisins in the Last Year

- 34a. How does it happen that you haven't used raisins in the last year?
b. Any other reasons?

DATES SECTION

Now I'd like to talk to you about dates.

- 35a. Have you used or served dates in your home in the last year?
b. In what ways do you use or serve dates?
c. Any other ways?
d. About how often have you used or served dates in the past year?

- 36a. Would you tell me what you like about using dates?
b. Can you tell me a little more about that?
c. Is there anything you don't like about using dates?
d. Anything else?

- 37a. What do you look for when you are buying dates?
b. Do you prefer dates with pits left in, or dates with pits removed?
c. Do you prefer light dates, or dark dates?

- 38a. Do you use dates all year round, or only at certain seasons?
b. In what seasons do you use dates?
c. Why don't you use dates all year round?
d. Do the stores where you shop carry dates all year round, or only at certain seasons?

- 39a. In the past year have you bought any dates that had something wrong with them?
- b. What was wrong with them?
- c. Does this happen frequently, or are the dates you buy usually satisfactory?
- 40a. As far as you know, are the dates sold in the United States grown in this country, in foreign countries, or both?
- b. (If "Roth") Well, where are most of them grown - in this country, or in foreign countries?
- 41a. Do you happen to recall the price you paid for the last package of dates you bought?
- b. Do you remember what size package it was, what did it weigh?
- c. Did they have pits left in, or were the pits removed?
- d. Were they grown in the United States, or elsewhere?

Nonusers of Dates in the Last Year

- 42a. How does it happen that you haven't used dates in the last year?
- b. Any other reasons?

ASK OF ALL RESPONDENTS

- 43a. (Show item card) Here are some terms that are used about food. Which of these have you seen or heard anything about?
- b. (For each item heard of) Which of these are found in fresh fruit?
- c. (For each found in fresh fruit) Which fresh fruit would you say is best for _____? _____
(name item)

ITEM	CARD
Vitamin C	Bioflavonoids
Vitamin A	Protopectins
	Energy Food

CLASSIFICATION DATA

- A. Altogether how many persons, including yourself, live in this household?
- B. Of these, how many are adults (18 years and over)?
- C. How many are children (under 18 years)?
- D. What are the ages of the children?
- E. (Show age card) Will you please look at this card and tell me in what letter group your age falls?
- F. What was the last grade you completed in school?
- G. Are you married, or single?
- H. Are you employed outside of the home?
- I. (If "Yes") Is this full time or part time work?
- J. (Show income card) Will you please look at this card and tell me in which letter group your total family income before taxes falls? We mean the total income of all members combined?
- K. Sex of respondent:

RESPONDENT'S NAME _____
INTERVIEWER'S SIGNATURE _____





